

## Lesson 54: Market Research

By Xandra

### 1. Dialogue

First, repeat after your tutor. Then, practice each role.

Taro is doing some market research for ABC Company. His boss is checking Taro's research methods and also reminding him of the deadline.

Mr. Robinson: How's the market research going?

Taro: It's going well, Mr. Robinson. Questionnaires have already been distributed to the stores. I heard that the shoppers were eager to fill them out.

Mr. Robinson: That's good. Is that all you've done?

Taro: No, sir. I've also set up an online survey. It's getting a good response, too.

Mr. Robinson: We have to gather 5,000 responses by next week. Do you think we can reach that target?

Taro: Yes, I think we can.

Mr. Robinson: After that, we have to analyze the data and make a report. Please make sure that we can meet our deadline.

### 2. Today's Phrase

First, repeat after your tutor. Then, make a few sentences using Today's phrase.

1. Have you filled out the application form?
2. I don't like filling out forms.
3. It took her a long time to fill out the questionnaire.

\* fill out ~ / ~に必要事項を記入する

### 3. Your Task

You are doing market research, and you are on the phone with a customer (=your tutor). He is willing to answer your questions. Ask him the following: 1) what brand of shampoo is he using?, 2) is he willing to spend more money on shampoo?, 3) does he prefer organic shampoo over regular shampoo?, 4) what scent does he prefer for a shampoo? After the survey, thank the customer for his cooperation. Also, inform him that you're sending him free product samples soon.

### 4. Let's Talk

Do you like answering survey questionnaires? Why or why not?

How can consumer feedback help in improving products and services?

Talk about the last company survey you participated in.

### 5. Today's photo

Describe the photo in your words as precisely as possible.



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