



## Stage 3: Conducting market research

### Learning Intentions:

- To design and conduct a survey
- To draw a pie chart

### Stage overview:

In this stage, the children are introduced to the concept of market research as a business tool to find out about their restaurant customers' preferences, help them decide which star ingredient they should theme their restaurant around and to start to guide their menu choices. The children will design a survey and learn how to construct a pie chart to display their results.

### Materials needed:

- Protractors

### Presentation notes:

Slide 2- 3: Introduction to market research	<ul style="list-style-type: none"> <li>• Display the power point slides and use questioning to introduce market research and how we can use it to help the children to decide which star ingredient they should use as a theme for their restaurants.</li> <li>• Collect ideas about how the children could record and display their results and explain that you are going to show them a new way of presenting their findings: pie charts.</li> </ul>
Slide 4: Types of question	<ul style="list-style-type: none"> <li>• Explain that for this survey, we need to ask closed multiple choice questions, offering a small range of answer options and asking participants to choose the option they would like the most. This will tell us whether people will want to visit our restaurant or not and if there is a gap in the market that our business can fill.</li> </ul>
Slide: Maths with meaning	<ul style="list-style-type: none"> <li>• In mixed-ability business groups, ask children to write down their research questions e.g. what is the most popular food in Year 6/ KS2/ our school? What is the most popular restaurant theme in KS2?</li> <li>• Ask the children to think of additional closed questions that they could ask that will help them find out the factors that are important to their consumers e.g. price, appearance, locally sourced ingredients etc.</li> <li>• You could suggest that within each group, half the children use a slightly different research question e.g. one pair could collect data from year 6 boys and another could collect data from girls- this will also give them information about who their target market could be which will help them later on.</li> </ul>
Practical activity: Collecting data	<ul style="list-style-type: none"> <li>• The children should draw a table to record their findings before collecting their data.</li> <li>• Give children the opportunity to collect answers from as many children as possible from a range of year groups</li> <li>• Allow time for group members to feedback their findings to their groups.</li> </ul>

Slide 6- 14: Constructing a pie chart	<ul style="list-style-type: none"> <li>• Explain that to help us draw conclusions about the preferences of different participant groups, we can draw a pie chart as this will give us a visual picture of our data and make it easier to see the most popular answers.</li> <li>• Work through the power point to take the children through each stage of constructing a pie chart to display their market research result data.</li> </ul>
Slide 15: Decision time	<ul style="list-style-type: none"> <li>• Ask the children to come to a final decision about what their group's restaurant theme and star ingredient will be. Explain that they do not have to make the most popular choice- they could try to appeal to a niche market.</li> <li>• Ask the children to write a short paragraph to explain what their market research showed and the final decision their group came to.</li> </ul>

### Links to the National Curriculum:

<b>Maths</b>	Statistics	<ul style="list-style-type: none"> <li>- Interpret and construct pie charts and line graphs and use these to solve problems.</li> <li>- Illustrate and name parts of circles, including radius, diameter and circumference.</li> </ul>
<b>Science</b>	Working Scientifically	<ul style="list-style-type: none"> <li>- Recording data and results of increasing complexity using scientific diagrams and labels, classification keys, tables, scatter graphs, bar and line graphs</li> </ul>