

# ***Meal Preparation Market Research Guide***



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## FOREWARD

**INTRODUCTION** Thank you for purchasing the “Food For Thought Inc” Meal Prep Market Research Guide. We have drawn on our years of food industry consumer packaged goods experience to compile this guide and have followed the same methodology that major packaged goods companies use when launching a new product or refining an existing one.

We believe that those meal preparation businesses that do the best job of identifying and meeting the needs of their customers will not only survive but thrive. We encourage you to take the learnings contained within this guide and apply them to your own business. We further encourage you to conduct your own survey(s) using the techniques and template included. If you need further assistance, please do not hesitate to contact us at 630-357-3903 or [fftconsulting@yahoo.com](mailto:fftconsulting@yahoo.com).

**ARRANGEMENT of GUIDE** This guide is arranged into four sections. Each section is identified by its own tab. Starting with Section 1, all pages are numbered in consecutive order for quick and easy reference.

The following sections are covered in the guide and separated by tabs:

1. Introduction
2. Focus Groups
  - Objectives
  - Methodology
  - Summary of Learnings
  - Conclusions/Implications
3. Survey
  - Methodology
  - Summary of Results
  - Conclusions/Implications
4. Survey Template

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## INTRODUCTION

### **WHAT IS MARKETING?**

There is no one clear cut definition for marketing, but marketing can be most simply described as creating customer demand or any activity that moves the customer closer to making a purchasing decision. Marketing activities are often divided into four categories called the Four P's – Product, Price, Promotion and Place (i.e., distribution). Market research tools assist marketers in optimizing the Four P's to maximize sales and profits.

### **WHAT IS MARKET RESEARCH?**

When making a purchasing decision, the customer seeks to satisfy his/her need, want, desire or demand. Market research is a set of tools to better understand customers' needs, wants, desires and demands and to predict purchase behavior. Market Research is divided into two general types – qualitative and quantitative. It is an important tool used to optimize marketing plans prior to implementing a new product or service.

### **QUALITATIVE RESEARCH**

Qualitative market research collects data from a relatively small group of respondents. It is directional research and cannot be used to generalize results or behaviors expected for a larger group or populations. The data cannot be analyzed statistically. Standard qualitative research tools include interviews and focus groups. Qualitative research is often done as a precursor to quantitative research. It can identify issues, problems, areas of interest, and key drivers which are then used in designing a quantitative research study.

### **QUANTITATIVE RESEARCH**

Quantitative market research collects data from a large group of respondents or sample of the population. Results of this research are considered statistically representative of the entire population. Surveys or questionnaires are a common quantitative market research tool. Quantitative research provides data that can then be used with a greater degree of confidence when developing marketing strategies and plans vs. qualitative research alone.

## **OBJECTIVES**

Our objectives of this research were as follows:

- Understand customer's attitudes toward the meal preparation industry
- Understand how meal preparation fits into the customer's family's dinnertime routine
- Understand customer perceptions of her preferred brand relative to its competition and the factors that drive outlet choice
- Understand what motivates consumers to schedule a session with a meal preparation business
- Understand what motivates customers' entrée choices
- Identify factors that drive consumer satisfaction and repeat usage
- Identify factors that lead to consumer dissatisfaction
- Understand the reasons behind lapsed usage
- Identify opportunities to increase usage among consumers and regain lapsed users