Rachael Jackson January 24, 2021

Marketing Research Report

**Background:**

This marketing research class provided me the opportunity to understand more about this aspect of the business world by working with a local business to perform marketing research for them. I had the privilege of working with Patty’s Cakes and Desserts which is a well-known bakery located in Fullerton, California. We chose this organization because of the huge customer base they had who loved their product and were passionate about supporting them. Both my partner and I enjoyed learning more about their business model and what made them such a successful bakery. Working with such an established business came with its challenges, but we learned how to use critical thinking to come up with things that would help to improve this already amazing business. Through this 3-month process, we were able to conduct in-depth interviews, collect over 100+ surveys on customer data and compile the analysis in a 75-page report given to Patty’s that helped identify their loyal customers and areas of satisfaction.

**What I learned in the process:**

One of the things gained from this report that I am very grateful for is the growth in confidence I experienced in both my professional and personal capabilities. This report pushed me out of my comfort zone and helped me become surer of myself as a businesswoman. This class pushed me to walk into a business I was not familiar with and carry myself in a way that showed I was ready and willing to help. My time spent interviewing strangers in the bakery revealed to me how much I love the challenge of communicating with all different types of people and showing them that I cared about what they had to say.

**How this could affect my future:**

Something that I knew but was really confirmed through this project was my love of talking to people and being around people. Although it was not easy, I actually really enjoyed the challenge of talking to complete strangers in the store for interviews. I saw how much I love to communicate and help people understand something, like asking to fill out the survey for my project. I can see how I could thrive in a people centered job where I was able to help someone in need. I also learned more about my love for challenges and problem solving. I can see these attributes being very helpful in my future career, especially if it is fast paced. I grew this skill through my meetings and conversations with the client and learned how to communicate well while under pressure. I am looking forward to the new challenges that are ahead of me and the ways I can get better at quickly solving the whatever problem comes my way.