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MKT 340 –Marketing Planning and Research: Project Deliverable 3

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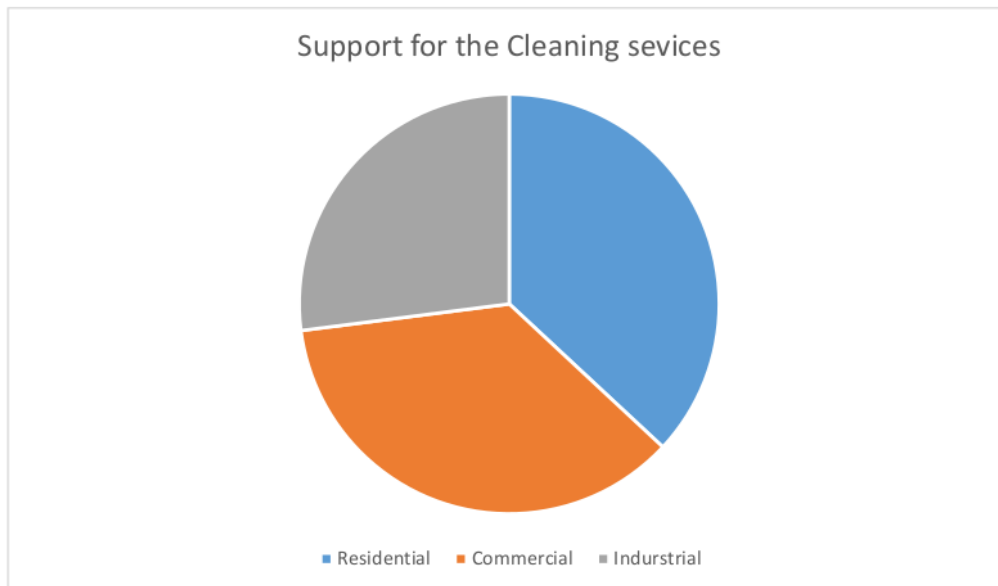
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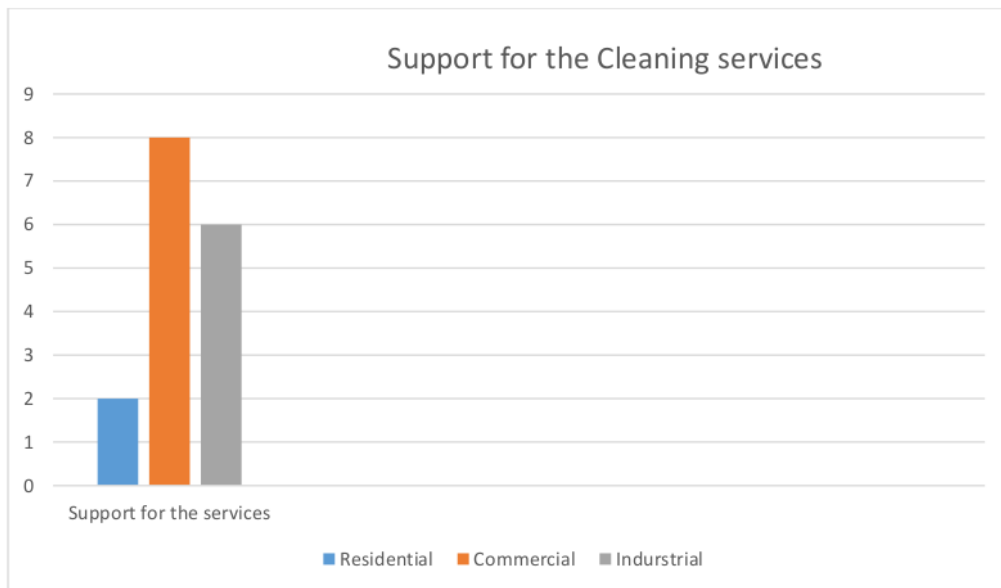
Data Analysis and Findings

Data collected

Use	Support	
	Proposes	Oppose
Residential (out of 10 participants)	2	8
Commercial (out of 10 participants)	8	2
Industrial (out of 10 participants)	6	4

Visualization of the results





Analyses and the Interpretation of the collected data

The commercial segment tend to be one that will be account for the greatest share in the market. Based on our research, the commercial sector mainly involves office buildings which tends to highly invest in cleanliness. In addition healthcare facilities, schools, hotels and restaurants, as well as retail outlets as well tend to prefer outsourcing the essential cleansing services. Therefore the commercial sector is prospected to be our main clients. The industrial sector is as well projected to register strong as well as constant growth. Our services will be needed to perform construction cleaning activities such as oil spill cleaning as well as control and debris and dust cleaning. Residential were registered to be with the least interest in the cleaning services.

Conclusion

Based on our research there is a ready market for our services. Our main clients will be one from the commercial sector. The demand for our services in residential is not very high.

Therefore since we are just beginning, we will mainly major on the commercial and industrial sector. The cleaning services business tends to be a viable idea since it has a ready market. The commercial sector tends to be our main

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GENERAL COMMENTS

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