

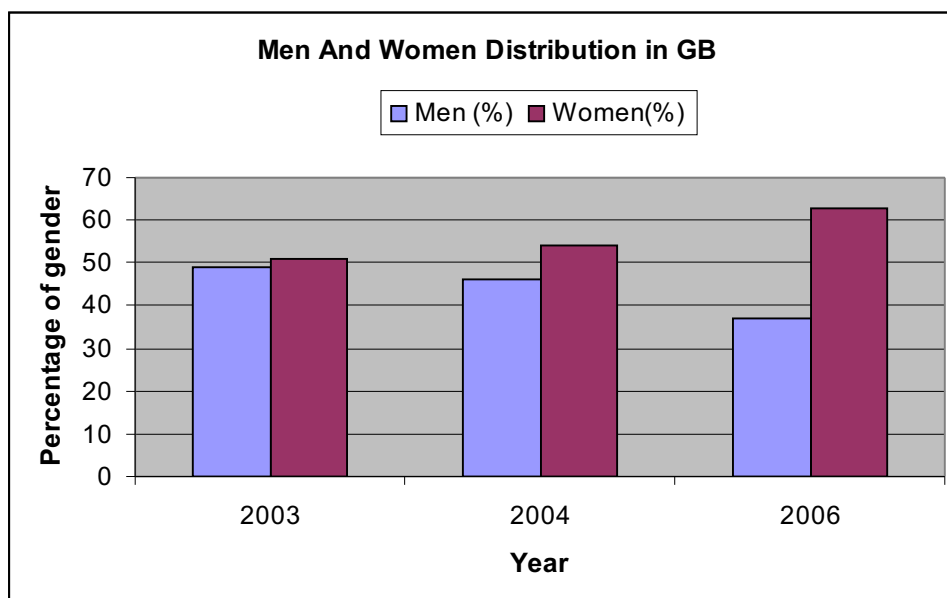
FINDINGS ANALYSIS



I have found out my primary information about the idea of 'slim-line kitchen electrical appliances' by doing a quota sampling, which meant dividing the population into various age groups and backgrounds and carrying out questionnaires.

In my results in source 14, which is my questionnaire, the first question shows the gender of the amount of people that help fill in the questionnaire. Out of 150 people that I questioned only 36.6% were males and females a greater percentage of 63.6(%). This shows that on average most of the people I questioned were females. Source 2 also supports this idea as it states that the majority of people living in England are females at 51%. Also the details in source 6 show the gender of people that purchase brown and white goods, the larger percentage goes towards the women at 54%. Also an evidence of this statement that there are more women than men in GB is illustrated in source 2, it shows that in 2003 there were more women than men- and that I think has increased during recent years because source 2 shows that women are at 51% of the population in UK, then source 6 shows women are at 54 and source 14 [the questionnaire] shows they are at 63 percent (you can see that in the chart below that shows these results), and I predict this is going to escalate far more in a years or so time; which means if S and S plc was to choose their target group then in my opinion women should be targeted not only for their percentage as a whole but as for the person that makes decisions about where the kitchen appliances go and what should be bought.

Year	Men (%)	Women (%)
2003	49	51
2004	46	54
2006	37	63



The second question in the questionnaire asks for the age groups of the person that is filling in the questionnaire; the most widely held answer is the 45-54 age group. On a percentage out of 150 people 48% of the people come in that particular age group. Although my source 2 says that the majority of the people living in Great Britain are either between the age group of 35-44 or above 65, however my source is over 3 years old, which could make big difference as related to new market, but maybe the area that I was doing the questionnaire in; the majority of the people *were* between 45 and 54. The rest of the questionnaire still supports the idea of what S and S plc is trying to introduce. This means they have now got an idea of what the population's wants and needs are. S and S plc need to confirm the target age group and then plan sale strategies.

Question 4 asks the people what newspapers they read. Out of a variety of newspapers most of the people wrote their answer as 'The Daily Telegraph', 62% out of 150 people. This question is not completely pointless as it is a method of advertising for many companies including electrical stores such as Dixons, Comet and Currys. According to my source 12 quite a big percentage of the expenditure that a business is ready to pay for advertising belongs to the press area /newspapers. Out of 10 different electrical stores 76% of the money they spend on advertising is in the press column. Therefore it would be very beneficial for S and S plc to put their ads into the two top particular newspapers 'Daily Telegraph' being the top. Another quite high percentage of the advertising goes into the radio, which is also another method for S and S plc to attain more awareness.

The next question asks the people how many people live in their household, majority of the people answered '4' to the question. Out of 150 people 30% said '4'. Source 4 of my secondary data illustrates that 13.2% of the people out of 25,220 people have 4 persons living in their household and the majority of the people answered '2 persons' out of the same audience 34.9% to be exact, however we know that my secondary information is about 2 years old which only shows me old data that is not accurate but as we know *now* the majority of the people have 4 persons in their household, because as times go on people make more decisions. This means that there are more people living in a single household now as opposed to 2 years ago, therefore white goods will be necessary for them in their daily life unlike single people living alone don't need as much white goods because they won't use it a lot. So if S and S plc were to get targets then going for the more colonized houses because they will be a good idea and these will be their ideal customers.

Question six asks the people what circumstances will aid them to consider buying slim white goods to replace them with the old. The choices included from 'new models introduced', 'moving house', 'changing their kitchens' and/or 'when their old goods break down'. The majority of the people answered as when they move houses, 62.6% out of 150 people agreed to that. This gives S and S plc the opportunity to sell their products, if they know how many people are moving houses on average they can work out the amount of the kitchen electrical appliances that they need to produce, this will maintain the sale of the slim-line white goods as the

results in source 5 show the statistics that, there are increasingly more people that either move or as a result separation move to another home alone. If S and S plc want to boost their sales they have to advertise it to the people that are moving houses [as white goods are very important in a household, it is almost a necessity]. Source 3 also shows that the majority of the people in 1 household are 2 persons. And as more people move into the same house there is an even greater need of white goods, and as some houses are quite cramped slim-line white goods is the best option so that sort of people should be target to the S and S plc.

Question seven enquires the people how long ago was the last time that they purchased/changed their white good. The majority of the people answered this question as last 5 years which sums up to be 48% out of the total of 150 people. This shows that the majority of people will not spend frequently on white goods as they are only replaced when they are damaged or too much out of date, this is simply because that the people are already used to the way that that particular white good works. Also another reason for people not to change their white goods purchased in last 5 years is that the white goods technology hasn't changed much in the last 5 years so no reason to change their white goods, but as source 8 of my raw information shows that there is an increasing demand of new technology therefore sale for the slim-line white goods will produce profit to S and S plc as the "savvy consumers" is the prime driver of the market. The pie chart in the same source reveals that the second highest percentage of consumers spending on electricals belongs to the household appliances this is a 23% of the expenditure.

Question eight asks the people where they purchase their kitchen appliances; the applicants were given four choices out of which 3 were specialist retailers and one non-specialist. However you would expect a specialist such as Curry or Dixon's to rule this sort of market, but the majority of the people's answer was 'other specialist retailer' as these two retailers I mentioned are not experts and do not sell all brands that the people might be looking for. Some people have had good experiences with some brands that they wish to keep with.

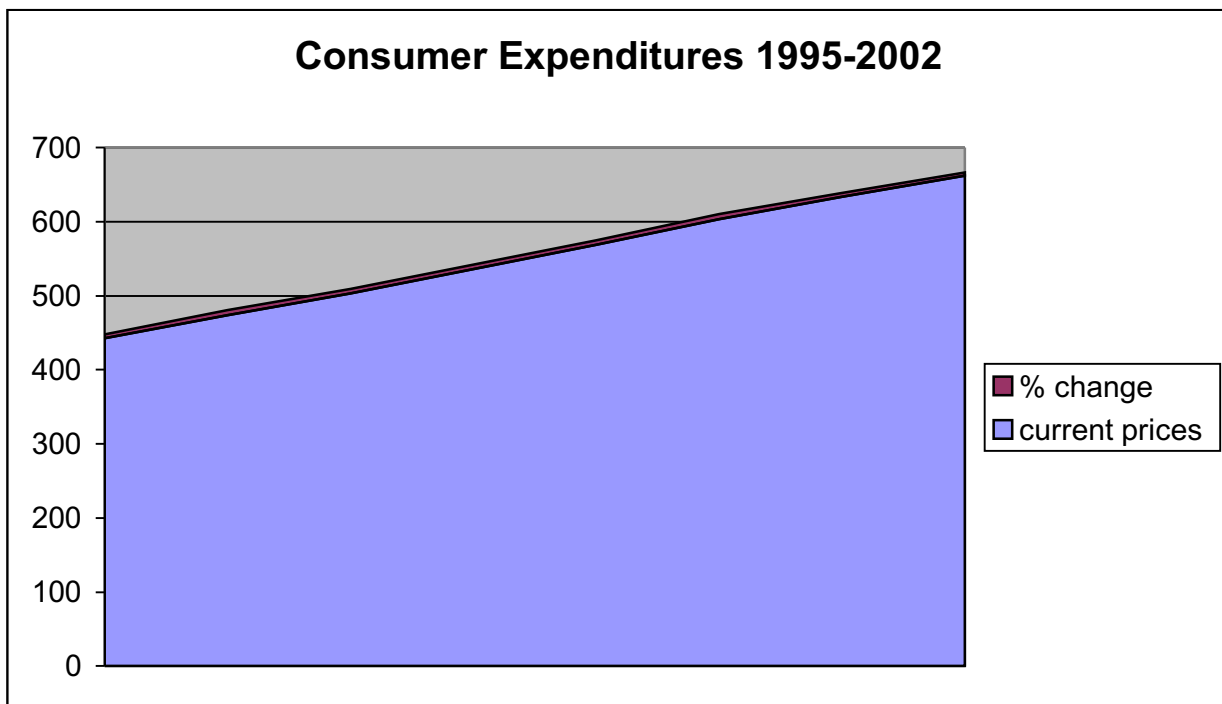
I predicted the majority of the shares should be owned by Dixon's; this is also what my sources show namely source 11; it shows that the majority of the shares in the market belonged to these retailers in 2004. Source 9 of my raw information states that non-specialist such as ASDA and Tesco have a more constant product offering which is a step beyond WIGIG [when its gone its gone offer] that specialist retailers use as their sale strategies. These non-specialists sell varieties of brands and at a low cost too, thus increasing their sales. Source 9 also shows the statistics in the electrical retail market that this has caused. It has attracted customers from other markets such as PC and Audio-Visual markets because people would rather buy the same thing cheaper. This means that S and S plc should also increase and expand the variety of electrical goods the sell and do not necessarily have to be a specialist retailer for white/slim-line goods. This will increase their sales and give them a higher reputation in the electrical retail market.

The ninth question in the questionnaire enquires if changes in the circumstances were to occur; [including those mentioned in question six], would they consider buying i.e. replacing them with slim-line versions of the goods. The majority of the people out of 150 answered "Yes", this concluded to 86% the rest 14% answered

“No”. People don’t find the urge to replace their existing electrical appliances as quick as any other item in the household, this is because these can be shared and it is only going to be a waste if you used it once and then dispose of it especially when it costs a lot. So as seen in question 6, most people will only replace their kitchen electrical goods when they move house. The idea of slim line appliances in kitchen is new so many people will not be too comfortable with using these, therefore sales for these will not increase soon after the promotion. According to the results I for this question it looks like quite a high percentage of people want to try it out and have a vision of what they will be when they buy them, because they know this will save space in their house no matter what the amount of people in the household.

There are a number of reasons why people would want to purchase slim-line kitchen electrical goods. One that I think is different than any other is efficiency of the goods. If it saves the customers money, they will defiantly choose this item to last for a long time. Source 7 states ‘The largest amounts of customer spending go on housing/electricity/gas & other fuels’, so slim-line kitchen electrical goods were to decrease the money spent they would be able to buy more goods as they get more ‘disposable income’ **SAY SOME STUFF ABOUT THE NEWSPAPER ARTICLE !!**. What S and S plc needs to do is to advertise their product so that it illustrates that it is efficient and takes less space they need to take this measurement in the plotting of the sale strategy, this could be S and S plc’s unique selling point, something that distinguishes S and S plc from other retailers. In source 7 [i.e. fig.11] you can see the statistics as to how much people spend on the mentioned factors.

Year	Current prices	% Change
1995	443	+5.1
1996	474	+6.9
1997	503	+6.2
1998	536	+6.5
1999	569	+6.2
2000	604	+6.2
2001	634	+5.0
2002	662	+4.4



From the graph above you can see that even though the expenditures are increasing slowly if not very swiftly. This you can see in the table where in the %change column you can see that even though expenditures were increasing as a percentage in midyear intervals for many years, it is slowly levelling out/decreasing.

Question 10 asks the people if they were given a choice to own a slim-line kitchen electrical good would they replace it with their existing ones. 59.3% of the people answered yes. As I said, for replacement of kitchen electrical goods slim-line kitchen electrical appliances are best suited as they as well as being efficient this will also be more modern and will take less space, so this offers the customers an opportunity to work more efficiently and in a better/ bigger space. **HELP!!!**

Question eleven is entitled to find out what the motivation is that leads the sales of kitchen electrical appliances in the market. The question was ‘ What motivates you to buy a new kitchen electrical appliance?’ We provided them with four possible answers these included the price, its capacity, brand name or energy efficient. A high percentage of people were motivated by looking at the appliance’s capacity, which is vital because if it has to be shared it must be sufficiently big. This added up to 21.3% of the people out of 150 that help fill the questionnaire. The higher percentage [48%] of the people said they were motivated by the price, so if it was cheap and had a big capacity more customers would purchase the product. Not much of the credit went to the brand name, although I would have guessed this would be a bigger motivation to the people because when many people have had experience with one brand they stick to it and pass on their reviews, then again it isn’t very often that people buy kitchen electrical appliances and it’s models changes from year to year. This means that when S and S plc rules the JnK plc companies in Asia, they won’t have much difficulty with introducing new products into the market and sell as much as possible. However more credibility goes to energy efficiency, so some people are interested in saving money per annual rather than once, at the purchase time, this answer was chosen by 12% of the total.

This question too links to source 7 as it shows that more people are decreasing the amount of money spent on electricity, gas, & water etc. It shows that less people are ready to pay a lot of money for these appliances.

The last question finishes off the questionnaire with asking the people if slim-line kitchen electrical appliances were in the market would they buy them. The majority of the people chose to buy their goods only if their circumstances were to change. This means that even though slim-line kitchen electrical goods are a big success they will only be purchased when they need to replace them because people don’t want to change their kitchen appliances too frequently, only when they move or if the old one is broken. 42.3% of people chose this for an answer. This means that people are not desperate to own one but they reckon it is a good idea to own one Well this questionnaire gave S and S plc a good guidance on what the market is like and if slim-line kitchen electrical appliances would sell in that market and to choose their target and unique selling point.

