

Solutions

2.1

- The report already exists and was not collected for this café's question.
- **Secondary research**

2.2

- **Place**

2.3

- Employees may not be part of the target market.
- Their answers may not represent what students want or can pay for.

3.1

- Offer pre-order pickup before school starts, matching students' time needs.
- Promote through a student app or group they use.

3.2

- Research can identify the target market and its needs.
- It reduces the risk of spending on a channel or offer customers do not want.
- It can improve the use of a limited promotional budget.
- A judgement may recommend a small test before a large campaign. (E1)