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| Logo  Description automatically generated |  | MERCHANDISING  Merchandising Activity #1 |

# Text Description automatically generatedFOCUS GROUP

**\* Teacher Note:** *This activity is also included with the marketing group student activities.*

Focus groups can provide an extremely valuable means for performing market research. A focus group is, for all intents and purposes, a “group” interview with 6-10 participants from outside your organization and a moderator. The moderator (facilitator) is someone from your program who is responsible for leading the session and asking questions of the participants.  
  
Focus groups require four important steps:

1. Preparation
2. Planning
3. Activating (implementation)
4. Evaluating

Review the information below describing each step in the market research process, and then describe how your merchandising team will apply each step using the worksheets below.

**Preparing for your focus group session:**

* What is the primary objective of this focus group?
* What information do you hope to gather? What questions will you ask?
* How will that information be used?
* Who will the participants be? How will you contact them? Will gaining participation require some incentive such as free lunch or a ticket to a game?

**Planning:**

* Schedule the session – plan for one half hour or one full hour
* Gain access to a tape recorder or other means for recording the session
* Prepare questions – you will have time for 5-10 questions
* Invite attendees
* Plan for gaining equal participation from all participants and create agenda
* Room preparation – food, beverages etc. (you want participants to be comfortable)

**Activate:**

* The moderator (facilitator) should introduce themselves
* Make sure everyone is comfortable and seated before beginning
* Communicate the goals for the session and make sure everyone knows the session is being recorded
* Follow agenda – ask questions and record answers while encouraging equal participation
* Close the session, making sure to thank all participants

**Evaluate:**

* Verify that the session was recorded
* Review and clarify any hand written notes
* Make note of any additional observations
* Was the session effective? Did you get the information you had hoped to get?
* Communicate the results of the session to your class and discuss
* Determine whether an additional session(s) will be necessary

**Step 1: Based on the information above, describe what your merchandising team must do to prepare for your focus group.**

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**Step 2: Based on the information above, create a list of all the potential questions your moderator/facilitator might ask your focus group participants.**

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3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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**Step 3: In the space below, describe and/or list the people you will choose to invite to participate in your focus group.**

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**Step 4: In the space below, create the session agenda for your focus group.**

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