**Market Research**

|  |  |  |
| --- | --- | --- |
| **Method** | **Advantage** | **Disadvantage** |
| Telephone calls |  |  |
| Email questionnaires |  |  |
| Questionnaires given out in person |  |  |
| Website ratings |  |  |
| Online chat forums |  |  |
| Feedback on social media |  |  |
| Text messages |  |  |

**Which of the methods above is most likely to suit each type of enterprise below:**

|  |  |  |
| --- | --- | --- |
| **Enterprise** | **Method** | **Reason** |
| IT consultant |  |  |
| Fitness instructor |  |  |
| Sweet stall on a market |  |  |
| Cleaning business |  |  |
| Ice cream producer |  |  |