

UNIT 22

Research Plan

Date	19 March 2015
Student	
Title	An investigation into diversification options for J W Drew & Sons
Setting of Hypothesis	To investigate how to increase profit through diversification and recommend the two best options.
Terms of Reference	1915 – Great War and Depression 1939-1945 – 2 nd World War 1950's – Rationing, lack of jobs and housing 1960's – Told by PM 'Never had it so good!' And farming tried to get back on track 1970-1976 – Heat wave; drought 1980's – Weather changes. Diseases affected the crops and animals
Aims and objectives	To investigate methods of farm diversification and recommend two of the methods to S.W Drew & Sons.
Research Methodology	Internet, competitors, paperbased Trip to Jimmy's Farm
Sources of information	Jimmys Farm, as we visited this business and were able to find out information. Internet Wakes Colne
Dates – monitoring and reviews	Start date – planning – 12/03/2015 Start date – research – 19/03/2015 Site visit date – 19/03/2015 End Research date – 23/04/2015 Start Report date – 28/05/2015 Finalise Report (assignment due date) – 5/06/2015
Contingencies	Haydn, Linda or Ruth Internet, newspapers, visiting farmers
Ethical Issues	Compare the good and bad points Find out other farmers opinions and get statistics
Evaluation - to be completed at end of project	I think the plan was a good idea but I didn't really stick to it as it was difficult to find research so it would go onto the next lesson. My research was very successful but it did take a while to find out information. I would allow more time to do my research and stick to my plan more. I would also start the report a little bit earlier as I forgot a few of my original ideas because I didn't write them down or remember them.