

Introduction

Marketing studies is one of the most important functions of the company that ensures its continued success by knowing each client's needs and wishes and desires to realize your company's product. Marketing research would study the market variables and client variables, because customers change and lasting difference over time, as well as the changing customer needs and requirements varies. Many companies exposed to the problems in their new products, and it was because of their inability to market research study of the client's needs actual product placed on the market (Diggines & Wiid, 2010). For the global companies do not differ much from the small and local companies in both companies could potentially make the same mistake if neglected the importance of research marketing. There are many ways, companies can implement marketing research and study of the company's customers and it is through scientific methods which tracks companies in order to build a rational study. Throughout the studies of the market, organizations would be able to develop new approaches for the enhancement of their capabilities and strengths in the market, which would be providing the companies with a competitive advantage, sever its competitors in the market (Majumdar, 2007). In addition market research can be playing an essential role in the development of the organization, as well as the modifications within the marketing strategies that re being followed by the companies. For instance, the companies would be able to understand that the customers are well satisfied or poorly satisfied form one of the products or the prices of the products, throughout the promotional strategies that are being followed, which would be pushing the organizational marketing management for the reformulation of their marking recesses, throughout complete restructuring

researching centres, or academic papers. The final categorization of the market research is considered to be the approaches for collecting the primary data, which may be divided into qualitative and quantitative approaches or methods. Throughout the qualitative methods, the researcher would be depending on things own evaluation and assessment for the current and future situations. On the other hand, the quantitative approaches would be focusing on the analysis of the entire numerical data that would be enhancing the capabilities sofa the organization to develop new findings from the previous data (Nargundkar, 2008).

- **Marketing Research Process**

In order to implement a marketing plan should discuss the marketing department within the company; the nature of the problem may be obscure or obvious. The problem could be clear for the company and have the function of marketing director explores all elements related to this problem, but if the problem is unclear or indefinite be marketing function. There are many indications could motivate marketing director to search for the problem. For example, sales breakdown and reduced the company's revenues are two of the problems or indicators that direct the director of marketing and marketing research to start the process. For step two, the marketing plan design research, which will depend upon the marketing manager in order to determine the steps that will walk them in order to achieve the goals of the research and defines the nature of the research and the methods that will be used to collect information and data that will be used to analyze all the information and data collected. As for the third stage, the director of marketing and implementing will conduct the compilation of information from various sources. In the fourth step, the head of marketing and director of the researchers