

3 <sup>rd</sup> year of license- Marketing	7 <sup>th</sup> TD Dr. GOURI M	Full name:.....
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## Case study: FEZARI leather

Fezari for leather is a family business built on a history and values that have made it successful and renowned in Annaba. Fezari is a private Algerian company created in 1988 and specialized in the manufacture of leather goods.

The objective is to preserve and to perpetuate the traditions of this profession. Also to offer premium quality products such smaller leather goods, various types of bags, suitcases and gainerie.

In order to follow the evolution of its market, Fezari plans to carry out marketing research aimed at describing the behavior of Algerian consumers in terms of purchasing leather goods.

Web site of the brand: <https://fezari-lemaroquinier.com/#>

### Questions:

1-Before undertaking a field study, Fezari wishes to define the problem studied in order to generate information that can shed light on the area of analysis. To do this, the Fezari owner asks you to make the necessary recommendations.

- What type of research do you suggest?
- What methods (sources of information) do you have available to collect existing data?

2- In order to better understand the motivations and obstacles to purchase leather goods, qualitative research seems necessary.

- Why it is interesting to use this type of research?
- The owner has asked you to bring together a group of 8 to 10 people among Fezari clients to find out their opinions and points of view, understand and explain their purchase behavior, in order to identify their motivations and obstacles.  
-Propose the Items of your guide.
- What are the other methods (information sources) of qualitative research you can use in this situation?

3- The qualitative research that you conducted allowed you to identify insufficient information.

- what other type of research can you use?
- What is the relationship between this type of research and the qualitative research?

4-Determine the different steps (process) to carry out this study.

5-Have you any recommendations for this brand?

## **Solution**

### 1- Documentary research

a-Documentary research

b-Paid sources: companies, previous studies from marketing agencies, etc.

Free sources: Administrations, internet, press, etc.

### 2- Qualitative research

a- it makes it possible to detect obstacles and motivations, opinions and consumption mechanisms as well as certain aspects of non-explicit behavior of consumers (sometimes consumers do not clearly reveal their reasons for purchasing).

b-Proposition (open answer, according to each student).

c-Direct sources: Observation, interview (focus group and deep interview)

Indirect sources: Projection (sentence to complete, expression methods, construction methods, association methods)

### 3- Quantitative research

a-Quantitative research

b-It is a to-way relationship.

Qualitative research generates several solution ideas that can be measured by quantitative research.

Quantitative research can reveal unexplained and incomprehensible results, in which case we seek the causes through qualitative research.

### 4- Steps of marketing research:

- 1-Determine the problem
- 2-Plan the study
- 3-Collect the data
- 4-Analyse the data
- 5-Present the results
- 6-Make decisions

### 5- Recommendations (Open answer)