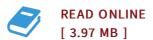




Research Methods and Data Analysis Portfolio

By Volker Schmid

GRIN Verlag Aug 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A (80 percent), University of Teesside (Teesside Business School), course: Data Management, 9 entries in the bibliography, language: English, abstract: Over the past few years, the Employee Credit Union (ECU) has accumulated a large amount of surplus funds, which have been invested in certificates of deposit. It has also experienced a lower loan/share ratio then other credit unions of similar size. Because of these factors, the credit union s average earnings on its investments have slowly declined and its profit margins have been squeezed (Portfolio Assessment, 2004). The market place of a company changes every few years, and therefore, it needs to be researched and analysed (Kotler, 2001). The ECU decided to conduct a research project to determine how the credit union can solve its problem. The aim of this paper is to: Evaluate the research objectives. Evaluate the research design in light of the stated research objectives. Use SPSS to obtain simple frequencies for the...



Reviews

It becomes an amazing pdf which i actually have at any time read through. This can be for all those who statte there had not been a worthy of reading through. You wont sense monotony at anytime of your own time (that's what catalogues are for relating to should you check with me).

-- Claud Kris

If you need to adding benefit, a must buy book. It is writter in easy words and phrases and not difficult to understand. Your daily life span is going to be transform when you complete reading this article publication.

-- Ricky Leannon