



## 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 than 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...



READ ONLINE  
[ 4.61 MB ]

### Reviews

*Completely essential study publication. Better than never, though i am quite late in start reading this one. I am very easily could get a delight of reading a composed publication.*

-- **Marilyne Macejkovic**

*This pdf is wonderful. We have go through and so i am certain that i am going to going to study yet again once more in the future. Its been developed in an exceedingly straightforward way which is merely after i finished reading through this pdf where really transformed me, modify the way i think.*

-- **Ollie Balistreri**