

## Analysis of questionnaire

### Q1. Age?

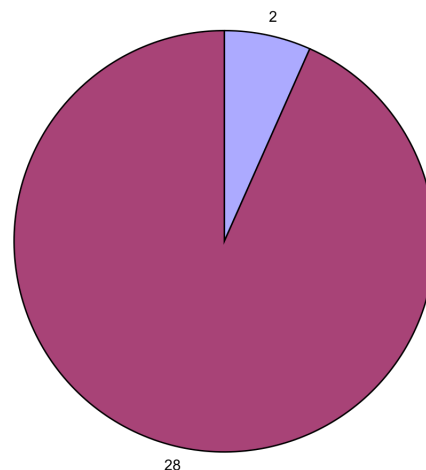
My target market are 11 – 18. I asked people in this age boundary as they are the people that the new product will be aimed at. Young people will be the target audience for the new product, as they are the people who buy bottled drinks as they are always on the go.

### Q2. Gender?

Males were the most popular result. This is because I have researched that men are more likely to buy water than females, as men will use the product when exercising and doing sports. However 2 colour schemes one pink and one blue will be released so it will show that the product is aimed at both sexes.

### Q3. Do you drink the recommended 2 litres of water a day?

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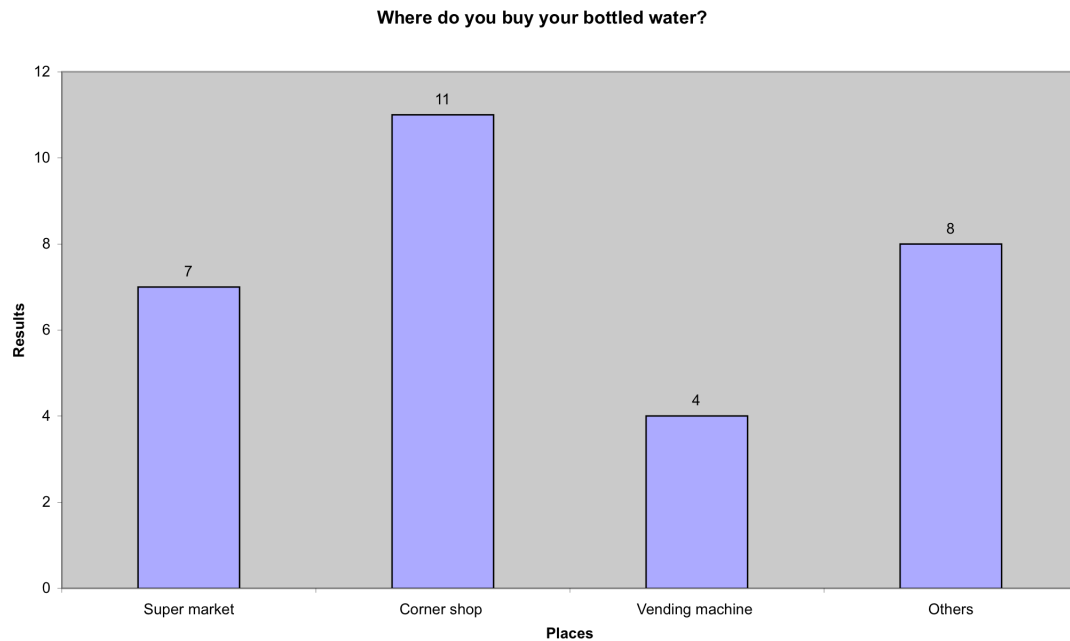


■ Yes ■ No

28 people said no they do not drink the recommended 2 litres of water a day. This shows that people are not drinking enough water. This will mean that people need to drink more water and so as my new product is water it is filling the need, and so there is a market for my product to do well. Therefore when I come

to my promotion part of my marketing strategy I will ensure that my advertising reflects the need to drink at least 2 litres per day. This will be the core message behind the need to drink my water over competitors.

#### Q4. Where do you buy your bottled water?



The results show that most people buy their bottled water from a corner shop. This means that I will have to distribute my new product to corner shops and also from supermarkets. As supermarkets will be the place where most of the product will be bought because people buy in bulk, as it will be easier and cheaper. As my target market is aged 11-18 it is more likely they will pass a corner shop in their way into/out of school. Therefore I will place my product in corner shops near schools and colleges.