

MEMO: *WHEELZ DELIVERED*

Research Question

Wheelz Delivered is looking to understand the used car delivery market including competitors, market share, and trends. Questions include:

- Who are the players involved
- Is there room for Wheelz Delivered to enter the market
- What is the estimated market segment
- What are the current and potential future trends

These questions are descriptive and exploratory, not causal or experimental

Methodology Selected

Methodology	Description	Deliverable
Secondary Research	Review of 5-10 articles, websites, and/or databases	Summary report with recommendations

Justification

Secondary research is best in order to monitor competitor and market trends, benchmark against past internal performance, and benchmark against competitor performance. Wheelz Delivered is a startup and needs quick, cost effective information from existing data (secondary research). The research questions address industry data that can already be found, not primary consumer research.