

MEMO: SUPERIOR IMMACULATE SERVICES

Research Questions:

Superior Immaculate Services is a cleaning company in the greater Phoenix area. The company is interested in gathering quantitative data to Questions include:

- How do customers rate their satisfaction with friendliness, price, quality, service, and mishap handling from Superior Immaculate Services?
- Where does Superior Immaculate Services excel as a service?
- Where can Superior Immaculate Services improve most?

Methodology Selected

| Methodology | Description | Deliverable |
|---------------------|----------------------|-------------|
| Satisfaction Survey | 2,000 category users | Report |

Justification

This is a good method to use for the research project because Superior Immaculate Services, Inc. wants service ratings on friendliness, price, quality, service, and handling of mishaps. Gathering rating data from their customers would require quantitative research. Quantitative research is research where results are measurable and can be counted. Quantitative research methodologies strive for a large enough sample size so results can be projected upon a larger population — in this case, Superior Immaculate Services' customer population.