

# Information helps to improve marketing strategies

By Ranjan Saheed  
**Role of Information**

Information is data that is arranged in some order to give meaning to raw data. Quality information helps reduce the level of risk associated in decisions and facilitates sound



decision making process should recognize and appreciate the role of information and its contribution in effective decision making.

In short, consciously or unconsciously all decisions are based on information

## 1.1 Information & marketing

The marketing concept recognizes it as a

management process that is responsible for identifying, anticipating and satisfying customers efficiently and profitably which revolves around customer information. Marketing oriented organizations need vast amount of information about markets and customers in order to make better and faster decisions.

often leads to poor decisions, high risk decisions or simply indecisions.

## 1.2 Secondary data

Secondary data is known as data and information collected previously by another party for a different purpose. Secondary data is available in large quantities and marketers need to know where they can be sourced from



Effective decision making process requires the right amount of quality data or information. Too little or too much information

depending on the information requirement.

**Secondary data sources include,**  
"Data available within the company"  
"Published data by government/ non government authorities/institutions"  
"Bought in data"  
"Market intelligence"  
"Internet"

## 1.3 Primary data

This is fresh data, collected first hand, directly from the source for specific purpose. The role of primary data is to bridge the information gap which secondary data cannot do and help make informed and specific decisions.

As primary data is of high cost and time consuming, marketers should be well aware that they should not jump for primary data unless it is needed.

## 1.5 Quantitative data

This is data which is quantifiable and can be measured in numeric terms.

**EX: how many tubes of signal toothpaste does he buy for a month?**

## 1.4 Qualitative data

This is descriptive data which explains customer attitudes, beliefs, opinions, like, dislikes etc.

**EX: why a customer buy signal toothpaste over clogard**

## 2. Marketing research

Marketing research is however quite useful in gathering information, should be the final attempt if the secondary information is of limited use and cost/time requirement well justifies the value of the decision so the expected outcome.

## 2.1 Classification of marketing research

The Marketing research can be classified based on the types of data it aims to collect.

"Secondary Research (Desk Research)"

Secondary Research aims to gather data and information that is already collected for some other purpose. This includes,

-Determining right sources of secondary data

-Evaluating of data quality and feasibility

-Establishing ways in which they

"Primary research (field Research)"

This is aims to collect fresh data gathered for a specific purpose or a problem at hand, directly from the source. Primary research can be of different from as below.

-In-depth interviews

-Group discussions/ focus group

-Projective Techniques

-Survey Methods

-Observation

"Qualitative Research"

Qualitative Research

collects qualitative data and information which is descriptive. This aims to collect descriptive information such as opinion, judgment, feelings & beliefs, likes & dislikes and generally answers the question "WHY". Qualitative Researches can mainly be categorized into two broad areas.

1) 1 to 1 Depth interviews (In-depth interviews)

2) Group discussions (focus group studies)

1 to 1 Depth interviews

The purpose of Depth interviews is to understand respondent's deeper level of attitudes, beliefs and thoughts in relation to decision making process (DMP) and gather information for psychographic profiling.

2.2 Types of marketing research

Marketing research differ based on what area is being researched. Among the various types of marketing research, few are as follows.

"Market Research"

Market Research aims to collect information related to the market such as market trends, disposable income levels, customer behavior, competitor activities etc.

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NOLIMIT Glitz is a unique and popular brand that has made waves as a major player in the retail fashion industry in Sri Lanka.

NOLIMIT Glitz offers an unmatched shopping experience with high quality products and world class service. NOLIMIT Glitz showrooms are located at Hyde Park Corner, Mount Lavinia, Nugegoda and Negombo. Due to expansion of the NOLIMIT Glitz brand, the following vacancies have arisen for smart and dynamic people, who work with passion.

## SALES ASSOCIATES

If you are 20 - 30 years of age having O' levels, fluency in English with Sinhala or Tamil and good PR skills, then join our excellent team and show your flair and eligibility. Experience in this field will be an added advantage together with a positive attitude and fashion consciousness

### WALK-IN INTERVIEW

**Date** 30<sup>th</sup> June 2010 - Wednesday

**Time** 9.00 am - 12.00 noon

**Venue** NOLIMIT, No. 18, Kawdana Road, Dehiwala.

Excellent career advancement opportunities and attractive remuneration packages await you.



Bring your Bio-data and testimonials with the contact details of 2 non-related referees.

## IRIS SOLUTIONS PVT.LTD

A leading company providing innovative IT solutions to the Health Industry in Sri Lanka and internationally requires qualified professionals for its operations in Colombo.

### DATA ENTRY OPERATORS

**Experience:** Minimum 1 Year With good proficiency in English, basic knowledge of internet, typing speed of minimum 50wpm.

**Compensation:** Rupees 90,000- 1, 40,000 Annual (all inclusive)

**Role:** Data Entry Operator

Medical Transcriptionists are also preferred.

**No. Of Vacancies: 30**

**COME FOR A WALK IN INTERVIEW ON**

**28TH of June 2010 from 9 am till 2 pm along with detailed CVs.**

### MEDICAL CODERS

**Experience:** Minimum 1 Year

**Compensation:** Rupees 90,000 - 1, 40,000 Annual (all inclusive)

**Education:** Good proficiency in English Bachelor's degrees required. Must have current certification in CPC, CCS, CCS-P, A strong understanding of ICD & CPT coding practices a must.

**Role:** Medical Coders

**No. Of Vacancies: 6**

**COME FOR A WALK IN INTERVIEW ON**

**29TH of June 2010 from 9 am till 2 pm along with detailed CVs.**

### DOCTORS - CLAIMS PROCESSORS

**Experience:** Minimum of 2 years of clinical experience in the government or private hospital.

**Education:** MBBS or MD qualified doctor.

**Compensation:** Rupees 3, 60,000-4, 80,000 Annual (all inclusive)

Looking for Doctors with a good personality, strong negotiation skills, leadership qualities and excellent English communication skills. Computer literacy is a must.

Preference will be given to those who have experience in working in the medical claims processing department.

**No. Of Vacancies: 15**

**COME FOR A WALK IN INTERVIEW ON**

**30TH of June 2010 from 9 am till 2 pm along with detailed CVs.**

Level 4, IBM Building 1,  
No.48, Nawam Mawatha, Colombo 02.  
Tel:011 4 889 888

## GENERAL MANAGER QUALITY ASSURANCE

**ELPITIYA PLANTATIONS PLC** is a public quoted company having Tea estates in the Pundalu Oya, Pussellawa & Galle districts. We are looking for a results oriented, mature individual who could work closely with the senior management on the tea estates to set up and monitor quality assurance systems with objective of improving overall sales average in the company. He will report directly to the MD & CEO of the company. The selected applicant will be initially stationed in the Up country region.

### The role of the job involves:

- Setting up & monitoring harvesting procedures and systems to ensure that good quality leaf is dispatched to the factory for processing.
- Monitor quality related systems at the tea factory such as withering, rolling/fermenting, sifting etc, and adopt TQM procedures to improve overall sales average.

The applicant should have a good knowledge of tea harvesting procedures with thorough knowledge in tea manufacture and have a proven track record of having implemented such systems on estates. Experience in setting up Quality Assurance procedures such as ISO standards will be an added advantage.

Salary negotiable. A medical insurance, a company maintained vehicle and a bungalow will be provided for the right candidate.

Please forward your CV addressed to the following to reach us within 7 working days of the advertisement.

**Chief Executive Officer  
ELPITIYA PLANTATIONS PLC  
73/3, WARD PLACE,  
COLOMBO 07  
Fax. 5335573**



## TRINITY COLLEGE, KANDY

### CO-VICE PRINCIPAL

We require an exceptional educationalist with appropriate post graduate qualifications and experience, willing to lead a team of gifted staff and administrators into creative & innovative educational experiences.

The person selected will be a Christian, preferably between 40 - 50 years of age, with good administrative ability and excellent inter personal skills needed to deal with staff and students at all levels. The person selected will have high personal ethical standards of conduct, both on & off the campus. He will have a firm but fair attitude towards discipline within the wide context of sports, extra curricular activities & the classroom, and will expect the highest standards from all. IT skills are essential.

Emoluments will be commensurate with qualifications & experience and will be above current market rates in the teaching profession. Housing will be provided.

### ADMINISTRATION MANAGER

We require a person with qualifications and experience in the administration of an institution. He or she must have exceptional standards of integrity and efficiency and be able to work directly under the Principal ensuring the highest standards at all levels.

He or she would be responsible for all day to day administrative matters ranging from human resources to property, purchasing & government relations. A quick grasp of complex issues and meticulous attention to detail is essential as also IT skills.

The job will be on a contractual basis for a specific period (renewable). Emoluments will be commensurate with qualifications, experience and references, but above current rates.

Applications under registered cover should be addressed with full resume including two non-related referees, to the **Secretary, Board of Governors, Trinity College, Kandy to reach before 12th July 2010.**