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| Merit 1 | Analyse different types of business information and their sources |

The marketing director at John Lewis is unsure about the information you have talked about and asks you to analyse the different types of information and their sources. You need to explain how reliable they are based on the form that they are in and where they come from. Also think about the advantages and disadvantages of each type of information. Take into consideration:

* Is the information a primary source?
* Could there be any bias within the information?
* Which information is most reliable and why?

This is to be done in the form of a formal email.

* **Types of information (verbal, written, on-screen, multi-media, web-based)**
* **Sources of information (internal – financial, HR, marketing, purchasing, sales, manufacturing, admin; external – government, trade groupings, commercially provided, databases, research; reliability of data)**

Use the following and discuss how reliable they are based on their format and their source:

**Last year’s sales and viewing figures, shown on screen in graphical format, coming from the finance and marketing departments respectively.**

**Secondary research in web-based format coming from a trade grouping regarding the retail sector.**

**On-screen information coming from the Government regarding growth in the economy and an increase in disposable income.**

**Primary market research in multi-media format coming from the marketing department.**