I.   Executive Summary

Our group worked together to compile and perform marketing research to compare two famous brands, Nike and Adidas. There are many components of this project that different group members were assigned to. Each member had individual skills that could be applied to a certain job and was assigned a role based on their skillset. Each member had a set of responsibilities. We also used in depth secondary data to research Nike and Adidas individually. Following our secondary data research, we conducted an experience survey. Group members thought out the best candidate for our potential expert interviewee. We then configured questions that we thought would be best fit to ask our expert. Once our exploratory research was completed we did the problem definition. Our group project like most teams had some bumps along the road. We faced internal issues such as communication and difficulty finding an expert in our field that we knew or could interview, which we would later overcome. We set out three objectives, three questions, two hypothesis as well as our questionnaire construction in our research.

Planning our research design we defined terms and discussed them, as well as for our summary. From the study we made a summary of the demographics of the people from our study. Finally, we were able to collect data. The first part of our data collection was to perform our pre- test. The pre- test allowed us to get a practice run of our actual study to experience problems and get a feel of what is better to do during our actual study. We then conducted our main study and divided the work between our 5 group members. Each group member was responsible for conducting a survey of 10 people. Then later when we collected the surveys the 50 questionnaires were completed.

Once the main study was completed, the members assigned to the data analysis took over. Our team edited and mistakes we found throughout the study. The research analysts also coded. The analysts were also responsible for interspersing tables and figures. They went through all 50 questionnaires and organized the data and compiled them into eight tables and five figures. Coming to the end of our project we wrote a conclusion and recommendations.

II. **Research Project Team (Tiffany)**
    a. **Team Profile**

    b. **Responsibility of Each Member**

III. **Problem Discovery and Definition**

    1. **Secondary data research (2 pg summary)**

    2. **Experience Survey(2 page summary of interview with expert)**
    B. Problem Definition
      1. **Problem Statement**
      2. **Research Objectives (3)**
      3. **Research Questions(3)**
      4. **Hypothesis (2)**
      5. **Questionnaire Construction**
IV. **Planning Research Design**
    a. **Methodology (define and discuss)**
      1. **Survey (define and discuss)**
V. **Selection of sample design**
    a. **Target population (summary of demographic characteristics from study)**

VI. **Collection of Data**
    a. **Pre-test (collect data from 5 ppl in target pop)**
Sport Brand Reporters

Joseph Puryear (Writer)

11/26/18

Study on Preferred Sports Brand Nike vs. Adidas

Pretest Summary:

Going forth with the pretest it was important to engage people who have familiarity with each brand. Being that Nike and Adidas are universally known brands to collect the data simply required a bit of conversation to spark interest as everyone has their own separate opinions on each brand. Also wanted to involve both genders and keep it all men or all women and out of the 5 that took the questionnaire 3 men and 2 women took the questionnaire. I kept the time in mind with how long it took them to finish the questionnaire as things could be tweaked further on into the data collecting process. Everyone that was asked to take the survey was very open and willing to take the survey and didn't experience any confusion or difficulty getting through the 30 questions. The option to take the survey was not turned down once as the topic of Nike vs. Adidas sparked interest in everyone's mind even had one participant mention how difficult the survey might be for him as he likes both brands equally. Another participant explain his siding with Nike as of a result of the company's ability to overcome controversy and hardship showing to them that they're a strong market.

Conducting the survey it was a goal to be careful on who was asked to take the survey in the context of paying attention to what they were wearing, if they had on any product from either brand as they definitely would have opinions to share. Some participants had on Adidas some

had on Nikes it was definitely interesting to read over their answers to see if they were signs of brand loyalty or just a liking to whatever they liked and could afford. The answers definitely varied as these 5 participants liked and appreciated different aspects about each brand including their aspects within e-commerce and choice of investment. When it came to the sections of explaining themselves as to why they made a certain decision some explained and others chose not to, when it comes to questionnaire and the collection of data it's good to get that why but to participants when they think of a survey to some they just want to get through it without having to share anything further than a x or check mark, that's definitely something to keep in mind moving forward. Overall the feedback for the survey was positive but to one participant they brought up an addition of a neutral section for the survey in terms of who certain people were associated with these brands as he was a bit familiar with Kanye West's Yeezy but not at all with Virgil Abloh's collaborations with Nike. It's important to keep the majority of people in mind when constructing the survey and prevent moments of confusion and have the questions general in such a way that it applies and can be answered by everyone. Moving forward the pretest was a success and just from this sample size of people the further collection of data will certainly be interesting as we the Sport Brand Reporters further investigate who favors either brand more, Nike or Adidas.

    b. Main study (collection of the completed 50 questionnaire)
VII. Data Analysis
A.editing(what team did)
B. coding (
C. analysis (intersperse tables and figures with narrative)
D. tables and figures(min of 8)

VIII. Conclusion

IX. Questionnaire (6-8pg)

X. Exhibits.