**Task 2 – Secondary research**

**Task**

1. Continue in the shared Google document.
2. First correct the Task 1 according to my comments.
3. Continue with Task 2 – secondary research.
4. Include the research objectives in the introduction.
5. Mark the objectives to which you are going to write the theory and conduct the secondary research – write reasons.
6. If needed (it depends on the topic and your knowledge) write ca. 1 A4 page of theory (define the keywords that you are unsure with but that are necessary to know in order to conduct a research of a high quality)
7. Write ca. 2 A4 pages of secondary research that answers your selected partial objectives (*What specificities does your company have? Who is your competition? Their prices/quality… What researches on satisfaction with your brand do already exist? Who is the typical customer of the brand? What trends can be identified in selected branch? Etc.*). Information gathered through the secondary research will help you to design a questionnaire. E.g. you find out what CSR activities your selected company realizes. Then, in a questionnaire, you will ask how satisfied with the particular CSR activities the customers are.
8. Follow the „[*Directive of the Dean on Processing the Final Theses No. 1/2019*](https://www.ef.tul.cz/en/zpracovani-zaverecnych-praci)*“*
9. Don’t forget to cite all sources and include the list of references.
10. Deadline: 8:00 Monday, March, 25.