Part 1

Sampling Design

**Using** the scenario and two variables your learning team developed for the Week 2 Business Research Project Part 1 assignment {attachment 1}, create a paper of no more than 750 words in which the goal is to submit a random sampling plan in such detail that another researcher could replicate the method.

**Discuss** the following:

(a) Population and size

(b) The target population and brief reasoning

(c) Sampling element which may be conducted through any of the following:

* Data mining
* Survey (If a survey is chosen, create a 5-10 question document), or
* Observation

(d) The sample size

(e) Method of random sampling which may include:

* Simple
* Stratified
* Systematic, or
* Cluster

**Calculate** the sample size using a 95% confidence level, and a 5% margin of error. Place the calculation in the Appendix. Here is the data: We are going to go with the highest group of coffee drinkers that is age 25 - 29 in Duval County Fl. The population is 32,583 as per the 2014 census. The 95% confidence with a 5 percent margin for error gives us a sample size of 380 according to the sample calculator on [www.surveysystem.com](http://www.surveysystem.com/)

**Discuss** how validity (and reliability) will be achieved.

**Explain** how human subjects will be protected (if applicable).

Data collection

**Explain** how the data will be physically collected.

**Explain** where data will be stored and how it will be protected.

**Format** your paper consistent with APA guidelines.

**Part 2**

**Append** the Week 2 Business Research Project Part 1 paper with the following:

* Find two peer reviewed articles relevant to your research problem. Sources of non-peer reviewed articles may be trade journals or other sources recommended by your instructor.
* Provide a brief summary (template attached) of each article by selecting relevant research that addresses the variables in the research question(s) of the article.
* Use an in-text citation and reference for each article.

**Format** your paper consistent with APA guidelines.