DECISION MAKING

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There are both theoretical and practical differences that exist when it comes to a formal research and business proposal. I will explain common ground and the potential in a formal research and business proposal.

There are definitely differences between a formal research and business proposal. They are contentment, the style of the academic and the way the research was concluded. The conduct of experiments has a lot to do with formal research as far as when stating hypothesis. For a business proposal it should be prepared to come up with a solution for any existing business issues. The systematic assemblage of data is used to complete the problem as well as any information that pertains to the problem (Martel, D. 2010).

Another difference for both is that formal research when writing a research paper it tends to use a fixed format and business proposal is written in a way that the organization wants it. An addition of an abstract it is mandatory when writing a formal research paper while with the business proposal there is always an executive summary that has to be mentioned before hand and the rest of the business proposal is done afterwards (Martel, D. 2010).

 Both of the researches rely on several methods when it comes to collecting data. As the selection of the method done it all depends of the appropriateness of the method that’s appropriate to the research topic. For instance, when reviewing literature, it is used by both kinds of researches which are a notable difference in the type of articles that are used for them. Literature analysis used by a formal research is attained from a valid online source and/or journal. On the contrary, once the literature review articles are used then it would be appropriate for the trade and commerce because that would provide very important information that would also prove to be an enormous benefit for the growth of a company or organization. If the company is determined to find out any existing problem, problems should be solved in a similar situation in whichever industry an organization is involved in.

The best and most appropriate solution will get chosen when it comes to a business proposal in order to get the issue solved. Nevertheless, in a formal research the issue is formulated to find out what the issue is. Then that problem statement is confirmed by operating several methods that will confirm and fix the issue. In the formal research which has to be proven and tested the hypothesis is included whereas hypothesis is generally not included in a business proposal.

There are attributes in the researches and the comparisons are compromised within. In a sense both kinds of research follow a similar pattern of writing when verifying additional issues in the researches. With that, it should be said that when it comes to the two different types of research in a sense they really are the same.

As far as the potential of a formal research and business proposal there are differences within such as the outcome of both kinds of researches. The formal research is more than willing and competent enough to find the solutions, test hypothesis familiar to the subject that research has taken upon itself. Business proposal on the other hand is able to find the problem familiar to the organization.

The business proposal’s outcome is to help resolving significant issues that are relevant to the business activity of the company or the industry where the company exists while the formal research is more than capable of regaining or removing data exact to research topic that researcher has taken up itself. The outcomes can in turn be used for future researches by other researches.

The two type of researches conducted is what makes a difference in the way the two researches are differentiated. There are a few logical tools such as SWAT and PEST analysis which are used to draw important data for a business proposal. Anybody familiar with the business proposal knows that the business proposal is more rational and realistic than the formal research because of the formal research being more scholastic in nature. Business proposal are generally used because it is more familiar with the existing trend and it assesses the preference and consumer behavior (Business research, N.D.).

The data is collected by vendors, customers, business partners and intermediaries. With that, most of the research is done outdoors while the formal research would require a setting to do its experimental research in order to receive important conclusions. Information collection in a business proposal job is to explore existing data resources and would then decide on whether to take course of action while in a formal research a new announcement should be made by the person conducting the research (Business research, N.D.).

In this section I will test the hypothesis that there is indeed no relationship in customer contentment and loyalty. I will do a literature review of the scholarly articles in regards to this subject matter. Literature review is done to remove information scholarly article in order to get to a conclusion and give an important interference to the research. The literature review allows showing important information in regards to research topic. It is a secondary source in order to gain information as the research is in the process of being carried out by a researcher.

In the article by Mr. Hallowell, he explains the connection between customer satisfaction and loyalty. In the article he mentions how the customer satisfaction comes with experience and with the opinion about that certain product and service they have tried. A customer will always be loyal if he/she finds the service or product to fit well to his/her needs and will repeatedly purchase or use the product and service.

With the customer’s loyalty, profits will rise as the organization is also gaining new customers by lowering cost of its particular product or service. The more the customer is satisfied the more loyal he/she is going to be (Hallowell, 1996).

Research was done to assess customer satisfaction, their loyalty and the financial performance in a small business. After the research was set and done, it was examined that the customer satisfaction was linked to the revenues of the organization. In other words, if the customer satisfaction declined so did the revenue. Nonetheless, this was not the case for a wholesale service which in this case there was a positive relationship observed in the customer satisfaction which in turn enhances the customer loyalty.

It also can be added that customers expect quality product and services which exceeds their needs and requirements. If a company does not provide any quality a decrease of customer dissatisfaction will more than likely to happen (Silvestro, R, n.d.).

In the article written by Silvestro, he explains how relationships between the customer satisfaction and loyalty work in the banking sector. It all comes down to the customer satisfaction in the banking sector and the products and/or services offered by the organization (Silvestro, n.d.)

The elements mentioned earlier are an absolute in order to maintain long term relationships with the customer and also avoiding them to switch a competitor. What matters most to a customer is reputation of the organization as far showing appropriate behavior by employees, quality services and very quick transactions. It was also detected that the customers who were not satisfied by the services did not think twice about leaving the bank and also passed on to their new association the bad services and quality provided to them. Evidently the customer’s satisfaction is very important when building a long term relationship with a company.

There is always a possibility that a customer will switch over to a competitor if they are not happy with their current organization. Therefore, showing better quality of services and products will lead to a display of customer satisfaction and positive behavior. As the satisfaction level stays consistent or high the organization will not have to worry about a loyal customer leaving to a competitor in turn building long term relationships (Wrigley, 2007).

It is very difficult to retain a person to a long term relationship because of this competitive world. The reason for that is that customers have a lot more alternatives to opt for such as innovative designs, better products and economic prices. If a product comes out that is a hit with customers, there is always another organization that is going to enhance it so sticking with one organization is harder than ever. Not only that but the cost of getting new customers is at all time high, so organizations try to avoid it by trying to retain their customers. There are several advantages within a long term commitment. Of course having quality goods and services is one advantage. Just as important is a customer being an advertiser without even knowing it. For instance, Sam’s Club has their bulk of products that they are known for. They also have their own gas station which is always cheaper than BP, Shell, etc. Word of mouth is going to get a customer to go there to buy their product and their cheaper gas. Sam’s Club just gained a customer that their competitor just lost.

Another thing that is known is with age loyalty becomes a factor. Older people tend to be more of a loyal customer as a middle aged person and a youngster will display a behavior to switch products more often (Hallowell, 1996)

In conclusion, in reading the literature review, I came to a conclusion that a connection is there when it comes to customer satisfaction and loyalty. In contrary, the hypothesis states otherwise that the connection has never been there nor will it ever be there when it comes to the satisfaction and loyalty of customers.

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