

## RESEARCH PROPOSALS

### **TITLE OF RESEARCH**

A STUDY ON RESEARCH OF GROWTH AND CHALLENGES  
OF MARETING IN URBAN PEOPLES

### **INTRODUCTION**

A proposal is referred to as Marketing which consists of details like the direction of the trial, its goals, and main emphasis. Proposals are usually the initial point of reference for management. To avoid the constraints, you are supposed to be aware of what they are. Experts define five of them when it comes to crafting a research proposal in marketing. This is the recap of the main questions that must be answered in the written work in marketing. The objectives address the reader's expectations and reflect the plans of a researcher. Here's the list of key objectives or purposes

### **LITERATURE REVIEW**

TESCO as a company was established in 1932 by Jack Cohen in the United Kingdom (UK) which is the home market. In 1947 TESCO shares started to be sold on the public stock exchange. The key and first big acquisition was made in 1959 when TESCO took over more than 350 stores in the UK. In 1961 TESCO built up the largest store in Europe and entered the Guinness Book of Records. TESCO started opening several petrol stations in 1974 and in 1991 it became the biggest petrol retailer in the UK. The first entered market abroad was Hungary in 1995.

TESCO also intended to enter china. China is considered to be a potential economy of future. Sighting this fact TESCO had market research conducted on china. To enter china, TESCO needed to have knowledge about its market. This could be done by research. The need of research was to understand what changes and adaptations TESCO had to make to enter china. The kind of research to be carried out included, political factors, economical factors, social and cultural factors, technological factors, legislation and ecological factors. Research objectives could

be achieved by primary and secondary data collection while in addition to expert reports. Research could be concluded in terms of discussing market growth and development.

## **RESEARCH METHODOLOGY**

Members of our team have gone through the process of designing and manufacturing mattresses, pillows, and more so we know the ins and the outs of what goes into making these products and what to look for when it comes to value and quality. We've toured U.S. manufacturing sites where many major brands source their steel coil systems, latex foams, or have their beds assembled. We've spent hours at the biggest textile facilities throughout the world learning about what goes into everything that goes into a bedroom setup. While a lot of what goes into sleep products affects their quality, a lot of the features that are used tend to be just marketing jargon