Sampling and Data Collection

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Please see my comments below and in the returned rubric. If you have questions, please let me know. 3.25/5

Sampling and Data Collection

The Phoenix Mart will have to decide on a new marketing plan to compensate for the loss in sales revenue. Phoenix Mart plans to create a new product that will eliminate international competition. China is the country that Phoenix Mart is targeting; with the population growing at a rapid rate the idea of profiting, in the long run, seems incredibly realistic. Phoenix Mart will need to hire thirty new employees to work in the organic produce section the organization is planning to open next year.

**Population and Size**

The population in growing quickly and is difficult to determine what areas have the most men or women in the age group of twenty-five through forty. Phoenix Mart will select thirty new employees after reviewing three hundred applications. I don’t understand how 30 employees reflect the sampling population of China? If the population of China is estimated to be around 1 million people as you say in your next sentence then how is 30 a good sample size? Phoenix Mart estimates China’s population to be around one million people and will double to two million in just one year. I think your figure of 1 million people is absolutely not correct and a guess. The US has over 330 million people. China’s population far exceeds that of the US. Therefore, China must have at least 330 million X some factor!! Please use only accurate information in your papers.

**Targeted Population**

Phoenix Mart is targeting individuals who are between the ages of twenty-five and forty and have some experience handling and caring for organic vegetables. The reason for the particular population target is because organic vegetables have a concrete and mandatory style of care that only an experienced mature individual can provide.

**Sample Size**

The sampling size will consist of 300 individuals that have Phoenix Mart job applications on file. The interview will be a 30-minute session to determine the applicant’s qualifications. The confidence level is 95 percent with a confidence interval of 30 and a 300-person population. The sample size is ten.

**Method of Random Sample**

The Phoenix Mart will use a simple random sampling method to determine, which individuals will receive the job. The applicant will receive an equal opportunity to become Phoenix Marts new organic produce employee. Completely vague and does not answer the assignments question as to what “method” of random sampling.

**Validity and reliability**

The research question supports the studies in the way of how international marketing will increase the productivity of an organization. China’s population will continue to grow and expand Phoenix Mart.

The reliability of the research will remain the same if another researcher does the same study.

Applicant’s surveys will be between the interviewer and the applicant.

**Data Protection**

The organization, investors, and consumers information will be stored in a file that only John the top manager will have access. The security code will only be available to John.

References

Lind, D. A., Marchal, W. G., &Wathen, S. A. (2015). *Statistical Techniques in Business*

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[information/annual-reports-and-proxies/default.aspx](http://stock.walmart.com/investors/financial-  information/annual-reports-and-proxies/default.aspx)

Appendix A

**Sampling Element**

The sampling element will consist of a five-question survey to decide if an individual will meet the job requirements. The questions will read as follows.

1. Have you ever handled and cared for organic vegetables before?
2. Have you ever worked for Phoenix Mart before?
3. What age did you start caring for organic vegetables and what is you current age?
4. What advantages can you bring to this company?
5. When is the last time you worked with or around organic vegetables?

Appendix B

**Calculation**

The calculation reveals that a confidence level of 95 percent and a five percent margin of error the confidence level are 13.3 with the population of 300.