

## Memorandum of Association

Q1

The name of the company is LJ EARPHONES

Q2

The objects of the Company established are

To sell good quality earphones for  $\frac{1}{3}$  of the price of their counterpart

Q3

The liability of the company is **Unlimited**

Q4

The share capital of the company is 70 shares divided into 1 £ shares

Name, address of each subscriber	number of shares by each subscriber
Louis Brodeur;, Greystones, Co. Wicklow	35
Jeff Ryan; Ashford Co. Wicklow	35

Date 19/11/2015

Q1

Define Market research?

Researching the market.

Q2

Distinguish between desk and field research?

desk is looking at previous data in the past and field is physically going out and finding out what they want.

Q3

List three examples of desk and market research. explain one advantage of each?

Desk research	Field research
Yellow pages	leaflets
thompson local	surveys
small business service	Face to face

Q4

List three examples of field research?