

2 (a) Explain **two** advantages and **two** disadvantages to LB of using primary market research.

Advantage 1:
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Advantage 2:
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Disadvantage 1:
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Disadvantage 2:
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[8]

(b) Consider the advantages and disadvantages of the **two** options LB could use to distribute its new product range in country X. Which channel of distribution should LB use? Justify your answer.

- Selling to specialist retail shops
- Selling directly to customers through LB's website

Selling to specialist retail shops:
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Selling directly to customers through LB's website:
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Recommendation:
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