# Role of Research in Business Decision making.

Business conduct research to determine the effectiveness of plans, programs, strategies etc.

Because of Research, a company can make well-informed decisions. The company will gather information about critical business areas, analyze them, develop a strategy and distribute business information during the research process. Reports presented to top management frequently include information on customer and employee preferences and all accessible channels for sales, marketing, finance and production. There details are used by management to select the optimal plan.

Example: A dairy manufacturer would wish to know how many individuals watched its most recent television commercial. The dairy company may discover that the longer the television Ad runs, the more people become aware of its advertising. If few people have seen the Ads, the corporation may elect to display them at other times.