

2. A clever little concept

www.girlmeetsdress.com is a dress-lending site that allows customers to borrow a designer dress for two days, a week or a month. Hiring a current season designer dress at £120 for two nights might not seem like the bargain of the century, but this is a chance to wear very expensive clothes which, had they been bought, might be worn only once. It's "time-share" fashion.

The selection of dresses is updated weekly with rental prices varying, depending on the cost of the dress. www.girlmeetsdress.com was founded by fashion expert Anna Bance, who carried out a considerable amount of market research, both **quantitative** and **qualitative**, to ensure that she had exactly the right stock to meet the needs of her customers.

Adapted from The Times, May 2009

- (a) Suggest and explain methods of *quantitative* and *qualitative* market research that Anna may have carried out before setting up her business. [4]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

- (b) Explain the benefits that Anna may have gained by carrying out market research. [6]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....