

Applied Business Research 2: Plan of approach (Vera Boschman, Crystel Hoelen & Najma Yahalow)

Introduction

In the fourth year of the study International Business at Windesheim University of Applied Sciences every student has been assigned to do a research for the course Applied Business Research. For this research project a company located in Leeuwarden, The Netherlands called Friesland Convention Partners has been chosen to do the research for. This research project is a total of ten weeks long.

To facilitate, the research process during the research project, every student got provided with both a school supervisor and a company supervisor to help guide, ask questions to and to get feedback. In this case Mr. Gosse Korte was the school supervisor and from Friesland Convention Partners Herma van Keulen was the one that did the guidance through the research. This plan of approach consists of five chapters in total.

In the first chapter one dives into the background of the company the research is being done for which is Friesland Convention Partners. In that way the reader can get a bit more acquainted with the company the research is being done for and get a better understanding of the relationship between the research topic and the company.

In the second chapter one can find the problem analysis itself. In the problem analysis the actual problem is being analysed and introduced to the reader. Also, in here one can find the research goal, central and sub questions, and the delineation of concepts.

The third chapter consists of the theoretical framework. In the theoretical framework one can find the theories and models that will be used to answer each sub question to be able to come up with the best answer for the central question. The model that will be used for this research is the Mckinsey 7s model.

In the fourth chapter one can find the research design. The research design consists of the [operationalization](#), [research type](#), [research strategy](#), [table of theories and research types](#), [method of data collection](#), [target audience](#) and [sample size](#).

Lastly, in the fifth chapter the time and activity planning can be found. In this chapter one can see a table in which a very detailed time and activity planning is made. In this time and activity planning the reader can see when each activity will be done and how the writer will manage and work with the research time provided.