You own a business in the centre of town selling high quality fresh food produce such as artisan bread, fruit, vegetables and meat. The business has been very successful since its creation. You have recently been considering your options for how the growing the product range within the business and want to find out some information on what customers want. You are considering either conducting a questionnaire or setting up a focus group of loyal customers.

Recommend which method you think should be used. Justify your answer.

