

SmartBiz AI, Website & IT

Purpose: to research small-business needs for websites, AI automation and IT support

No.	Question
1	Does your business currently have a professional website?
2	Which digital problem causes your business the most difficulty?
3	Do you currently have a person or company that provides regular IT support?
4	How many hours per week do staff spend on repetitive customer or admin tasks?
5	Would you be interested in automating reminders, enquiry acknowledgements or lead follow-ups?
6	How comfortable are you with using AI in your business?
7	Which service would be most useful?
8	What would be most important when choosing an IT provider?
9	What price range would you consider for a basic professional website?
10	What monthly amount would you consider for ongoing IT/automation support?
11	How would you prefer to find an IT provider?
12	What is one task or IT problem you would most like to make easier in your business?

Suggested genuine sample: about 30 small-business owners/managers across sever

T Solutions - Market Research Survey

ort, and to test pricing and promotion decisions.

Response options

Yes / No / Needs improvement

Website / Customer enquiries / Bookings / Follow-ups / IT support /
Email or cloud / Security / Other

Yes / No

0-1 / 2-3 / 4-5 / 6+

Yes / Maybe / No

1 very uncomfortable - 5 very comfortable

Website / AI automation / IT support / Combined package

Price / Trust / Speed / Security / Local support / Experience

Under £300 / £300-£599 / £600-£999 / £1,000+

Under £50 / £50-£99 / £100-£199 / £200+

Google / Referral / Social media / LinkedIn / Local networking /
Direct email / Other

Open question

al sectors. Do not collect unnecessary personal information.

Respondent ID	Business sector	Q1 Website	Q2 Main digital problem
SIM-001	Garage / automotive	Needs improvement	Follow-ups
SIM-002	Accountancy / professional services	No	Website
SIM-003	Retail / shop	Yes	Email or cloud
SIM-004	Start-up / other small business	Yes	Customer enquiries
SIM-005	Tuition / education	No	Follow-ups
SIM-006	Start-up / other small business	Yes	Security
SIM-007	Trades / home services	Yes	IT support
SIM-008	Trades / home services	Needs improvement	Website
SIM-009	Tuition / education	No	Bookings
SIM-010	Barber / salon	Yes	Follow-ups
SIM-011	Garage / automotive	Yes	Other
SIM-012	Restaurant / takeaway	Yes	Bookings
SIM-013	Trades / home services	Needs improvement	Customer enquiries
SIM-014	Restaurant / takeaway	Yes	Follow-ups
SIM-015	Barber / salon	Yes	Website
SIM-016	Trades / home services	Needs improvement	Bookings
SIM-017	Restaurant / takeaway	Needs improvement	IT support
SIM-018	Barber / salon	Yes	IT support
SIM-019	Garage / automotive	Needs improvement	Bookings
SIM-020	Tuition / education	Yes	Security
SIM-021	Restaurant / takeaway	Yes	Customer enquiries
SIM-022	Retail / shop	Needs improvement	Email or cloud
SIM-023	Start-up / other small business	Yes	Website
SIM-024	Tuition / education	No	Customer enquiries
SIM-025	Barber / salon	Yes	Customer enquiries
SIM-026	Accountancy / professional services	Yes	IT support
SIM-027	Start-up / other small business	No	IT support
SIM-028	Retail / shop	Yes	Email or cloud
SIM-029	Accountancy / professional services	Needs improvement	Website
SIM-030	Start-up / other small business	Yes	Website

Q3 Regular IT support	Q4 Repetitive hours/week	Q5 Automation interest	Q6 AI comfort (1-5)
Yes	4-5	Yes	5
No	4-5	Yes	2
Yes	2-3	Yes	2
No	6+	No	5
Yes	2-3	Yes	3
No	0-1	Maybe	5
Yes	4-5	Yes	5
No	2-3	Yes	4
Yes	4-5	Maybe	3
No	2-3	Yes	3
Yes	0-1	Maybe	2
No	4-5	Maybe	4
No	6+	No	3
No	0-1	Yes	3
No	4-5	No	5
Yes	4-5	Maybe	1
No	4-5	Yes	4
No	2-3	Maybe	2
No	2-3	Yes	3
No	6+	Maybe	3
No	6+	Maybe	2
No	2-3	Yes	1
No	6+	Yes	3
No	4-5	Yes	4
No	6+	Maybe	4
No	4-5	Yes	4
Yes	2-3	Yes	1
Yes	2-3	Yes	4
No	0-1	Yes	4
No	6+	Yes	4

Q7 Most useful service	Q8 Most important factor	Q9 Website budget	Q10 Monthly support budget
Combined package	Security	£300-£599	£50-£99
AI automation	Price	£600-£999	£100-£199
Combined package	Trust	£600-£999	£50-£99
IT support	Security	Under £300	Under £50
IT support	Price	£300-£599	Under £50
Combined package	Experience	£300-£599	£50-£99
Website	Trust	Under £300	£50-£99
Combined package	Experience	Under £300	£100-£199
Combined package	Trust	Under £300	£100-£199
AI automation	Trust	£600-£999	£50-£99
Website	Speed	£1,000+	£50-£99
Combined package	Price	Under £300	£50-£99
Website	Speed	£300-£599	Under £50
IT support	Trust	£300-£599	£50-£99
Website	Trust	£600-£999	£50-£99
Website	Experience	Under £300	£100-£199
AI automation	Local support	£600-£999	£100-£199
AI automation	Local support	£300-£599	£100-£199
IT support	Speed	£300-£599	Under £50
IT support	Security	£1,000+	£100-£199
Website	Trust	£600-£999	£50-£99
IT support	Security	£300-£599	Under £50
Website	Experience	£300-£599	Under £50
AI automation	Price	£1,000+	£100-£199
Combined package	Local support	£600-£999	£50-£99
Combined package	Local support	£300-£599	Under £50
IT support	Trust	Under £300	£50-£99
AI automation	Price	£600-£999	£200+
IT support	Security	£300-£599	Under £50
Combined package	Trust	£300-£599	£200+

Q11 Preferred provider channel	Q12 Open-response theme
Referral	Website improvement
Referral	Website improvement
Referral	Bookings/reminders
Other	Customer enquiries/follow-ups
Social media	IT support/reliability
Google	Security
LinkedIn	Bookings/reminders
Google	Customer enquiries/follow-ups
Google	Customer enquiries/follow-ups
Referral	IT support/reliability
Google	Customer enquiries/follow-ups
Local networking	Email/cloud
Social media	Website improvement
Google	IT support/reliability
Google	IT support/reliability
Local networking	Bookings/reminders
Referral	Website improvement
LinkedIn	IT support/reliability
Social media	IT support/reliability
Referral	Email/cloud
Google	Customer enquiries/follow-ups
Referral	IT support/reliability
Referral	Website improvement
Referral	Customer enquiries/follow-ups
Referral	Security
LinkedIn	Website improvement
Local networking	IT support/reliability
Google	Email/cloud
Direct email	Customer enquiries/follow-ups
Social media	Bookings/reminders

This is a transparent market simulation for coursework and m:

Question / measure	Result
Professional website	Yes 17 (56.7%); Needs improvement 8 (26.7%); No 5 (16.7%)
Regular IT support	Yes 9 (30%); No 21 (70%)
Repetitive admin time	17 of 30 (56.7%) report 4+ hours/week
Automation interest	Yes 18 (60%); Maybe 9 (30%); No 3 (10%)
Average AI comfort	3.27 / 5
Most useful service	Combined package 9 (30%)
Top provider factor	Trust 9 (30%)
Most common website budget	£300-£599 (12 of 30)
Most common monthly support budget	£50-£99 (12 of 30)

Monthly support budget	Count
Under £50	8
£50-£99	12
£100-£199	8
£200+	2

Most useful service	Count
Website	7
AI automation	6
IT support	8
Combined package	9
AI comfort mean	3.27

Market Simulation Analysis (n=30)

arket testing. It is not presented as genuine primary research.

Interpretation	Preferred provider channel
43.3% have no professional website or say it needs improvement. Monthly IT support is worth testing as a core service. There may be a time-saving case for simple automation. 90% are at least open to automation; trust and demonstrations matter. Use simple language and human review rather than over-technical AI claims. Keep modular individual services because 70% prefer a single service. Testimonials, reliable communication and reviews should be central. Suitable starting range for testing a basic website offer. Test an entry support package below £100 with clear limits.	Referral Google Social media LinkedIn Local networking Direct email Other
	Website budget
	Under £300 £300-£599 £600-£999 £1,000+
	Automation interest
	Yes Maybe No
Percentage	
26.7%	
40.0%	
26.7%	
6.7%	
Percentage	
23.3%	
20.0%	
26.7%	
30.0%	

Count	Percentage
10	33.3%
8	26.7%
4	13.3%
3	10.0%
3	10.0%
1	3.3%
1	3.3%

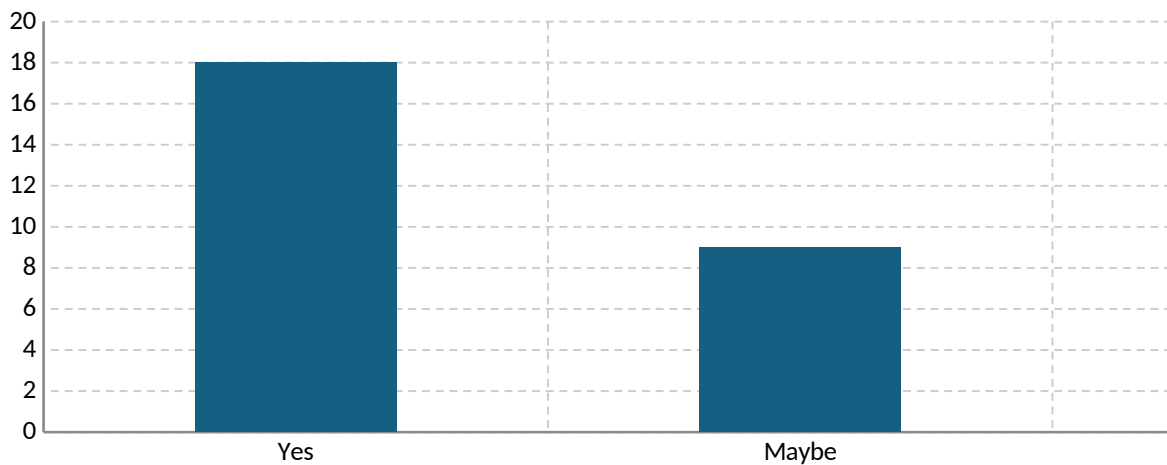
Count	Percentage
7	23.3%
12	40.0%
8	26.7%
3	10.0%

Count	Percentage
18	60.0%
9	30.0%
3	10.0%

Market simulation used to test the marketing plan.

KPI	Value	Meaning
AI interest: Yes	60%	Clear interest, but AI should not be the only message.
AI interest: Yes + Maybe	90%	Demonstrations could convert uncertain customers.
No regular IT support	70%	Strong reason to test recurring support packages.
Website missing/needs improvement	43.3%	Website work remains an important part of the offer.
Average AI comfort	3.27/5	Keep language simple and use human review.

Interest in AI Automation

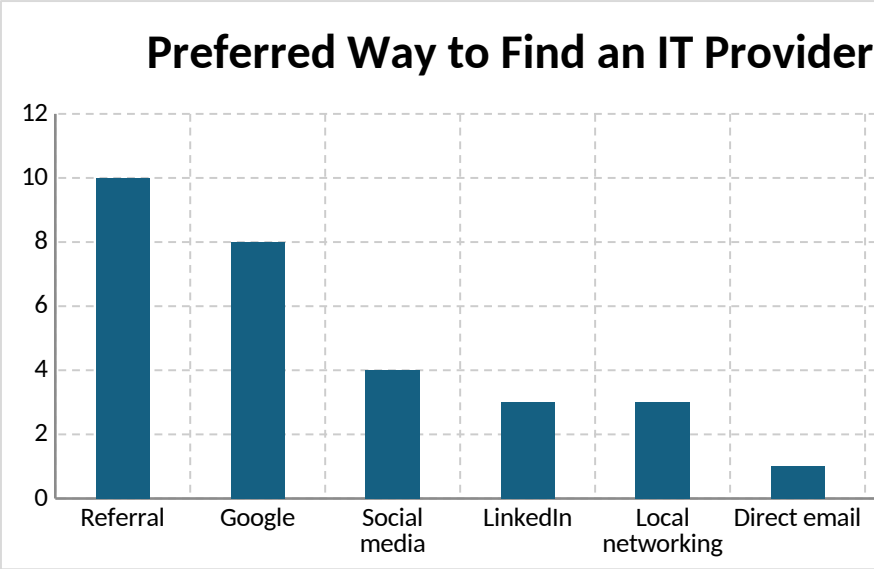
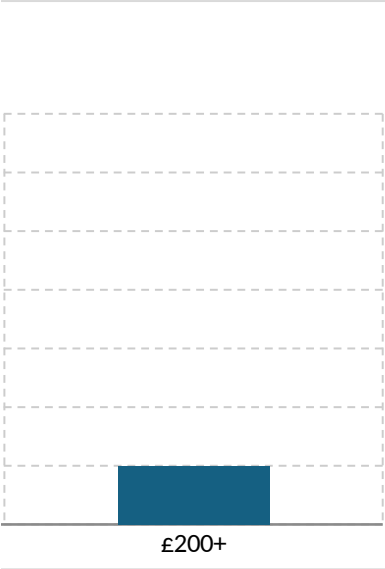
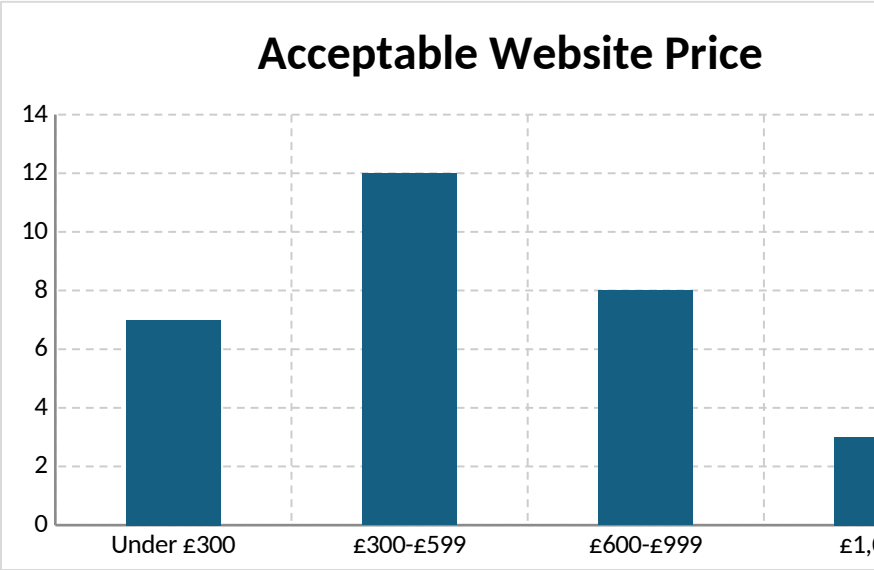


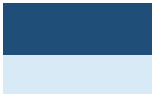
Acceptable Monthly Support Price



Market Research Dashboard

Commercial finding	Result	Action
Top website budget	£300-£599	Test a basic website package in this range.
Top monthly support budget	£50-£99	Test an entry monthly support package below £100.
Top channel	Referral	Use referral incentives, reviews and testimonials.
Second channel	Google	Use Google Business Profile and local search.





Item

Business idea

USP/UDP

Dataset status

Use for coursework

Primary research

Sampling note

Excel evidence

Submission

Evidence Notes and Submission Guidance

Details

SmartBiz AI, Website & IT Solutions - AI automation, professional websites and IT support for small businesses. Simple AI automation, professional websites and reliable IT support in one affordable service for small businesses. The Responses sheet contains a 30-response market simulation. It is not genuine primary research. The simulation can support market testing and show how results change pricing, promotion and service design. If your assessor requires genuine survey evidence, use the Survey Form and replace SIM IDs with anonymous real responses.

Use several business sectors to reduce bias. Record sector and avoid unnecessary personal data.

Analysis and Dashboard sheets summarise the simulated market-test results used in the Word report.

Submit this workbook with the Word report as supporting evidence if additional files are allowed.

