

Task 1

You now have a business with a good product or service, catchy name and logo. However you now need to do the hard work .

Planning what to do is a crucial part of setting up your business so you need to complete an action plan to market your product or service.

Your action plan must consist of

- ⇒ The steps you need to take to research, prepare and conduct your marketing campaign.
- ⇒ What information you think you will need
- ⇒ Where and how you are going to go to get information
- ⇒ What alternatives could you do as a backup at any stage in your marketing campaign

Assessment Criteria 2.3/2.6

Task 2

You need to show you understand the theory behind the business decisions you are going to make for this coursework.

- ⇒ Write your own definition of marketing, you can use textbooks and other resources to help you.
- ⇒ Produce a bibliography of ALL the sources of information you have used. Include name of authors and web-sites.

Assessment Criteria 1.1/ 2.1/3.1

Assessment Criteria 1.2/3.4

Task 3

In order to market your product or service effectively you need to investigate who your target market is and what products or services they require. In order to find this information out you will need to conduct a survey using a questionnaire.

- ⇒ Complete a draft questionnaire to find out who your customers are, what they want, how much they are prepared to pay and what type of marketing they take notice of. Assessment Criteria
2.2
- ⇒ Word process your questionnaire as a final draft, pay particular attention to presentation and spelling. (There are marks for both) Assessment Criteria
2.5/3.2/3.3
- ⇒ Get 15 people from your target market to complete your questionnaire. Assessment Criteria
3.4

Task 4

You need to be able to assess what your competition offers. You need to explain whether there is enough demand in the area for your business.

- ⇒ Explain why you produced your questionnaire. Assessment criteria
1.1/2.1
- ⇒ What information do you hope to learn from the results of your questionnaire? Assessment Criteria
2.1/4.1 (4.5)

Discuss the other methods of market research that could be used to find out the information you require

Assessment Criteria
1.5/1.7/3.6

Task 5

Visit 3 shops and report on the following:

Assessment Criteria
3.1/3.4

⇒ It's name, activity and it's aims and objectives

Assessment Criteria
1.2/1.3

⇒ The shop's location, comment on how important location is in the shop's success.

Assessment Criteria
1.6/4.3

⇒ The range of goods and services it offers. Make reference to their prices and image.

Assessment Criteria
3.1

⇒ Their target market. Give reasons for your decision.

Assessment Criteria
4.1

⇒ Is there any evidence that their target market has influenced their location or range of goods/services?

Assessment Criteria
1.6/4.3/4.6

⇒ Explain the advantages and disadvantages of your business opening on these businesses and the local community.

Assessment Criteria
4.6/2.4/2.7

Task 6

You will need at least 15 completed questionnaires from Task 3 to be able to complete your Marketing Plan in this task.

- ⇒ Report on the results of your marketing campaign using graphs to support your findings. Assessment Criteria
3.3/3.5/4.1/4.4/4.5/2.2/2.5/3.4

- ⇒ Describe how your market research will help you make decisions about your location, target market and pricing. Assessment Criteria
4.2/4.1/4.3

- ⇒ Explain how effective your questionnaire was to you and whether it would be suitable to a real small business. Assessment Criteria
4.2/1.4/4.5/3.6

You now need to report on the marketing campaign you are going to use for your business with your budget.

- ⇒ Discuss the main ways in which businesses can promote and advertise their products/services. Describe any legal constraints there may be. Assessment Criteria
1.1/1.5/2.4/1.7

- ⇒ You have been given a budget for your marketing you need to produce a breakdown of your costs. Assessment Criteria
2.2/2.5/3.7

- ⇒ Give your final conclusions and decisions on the promotional and advertising methods you have decided on. Assessment Criteria
3.7/3.8/4.8

Remember.....There are marks available for presentation, spelling, punctuation and grammar