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| ACTIVITY 1 | Information from the research pack to help |
| **Aim** |  |
| Option (found in Part B) |  |
| Who buys the product and where do they buy it?  |  |
| Suitable **objectives** for this aim |  | My Checklist |
| What is the **market size**? |  | My Checklist |
| Is there **market growth**? |  |
| What are the main **market segments**? |  |
| Who are the main **competitors**? And What advantages do they have? |  |
| What **trends** are there in the market? |  |
| What **external factors** will they need to consider? |  |
| **Primary research findings** (5 facts) |  | * My Checklist
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| What is the **validity and reliability of the research** | Primary* Place carried out is appropriate
* Number of people asked
* Age range
* Useful ness of questions asked
 | Secondary (What other info would be useful?)* Sources
* Up to date
* Usefulness of information provided
* What other information would be good to know –
 |

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| Where is the **product** / market in the **life cycle** | Market:  | Evidence1.2.3. | **My Checklist** |
| Business: |  |

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| **SWOT Analysis**Key external factors that can be included in a marketing campaign | P: E:S:T:L:E:Competitors:Primary: | **My Checklist** |

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| ACTIVITY 2 | Information from the research pack |
| What **Marketing message** are competitors using? |  |
| Suggested marketing messages |
| Brand |  | My Checklist |
| Product message |  |
| Marketing Mix |
| What **product**s are being offered by competitors? |  | My Checklist |
| What **prices / pricing strategies** are these products being sold at by competitors? |  |
| What **place**s are these products being sold by competitors? |  |
| What **promotion**al methods are being used by competitors? |  |
| What **physical environment** are competitors offering? |  |
| How are **People** used by competitors? |  |
| How are **Processes** used by competitors? |  |

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| What **media** is used by competitors |  | My Checklist |
| Suggested Media |  |

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| **Budget:** How much is it? 40000Same as promotion and media? |

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| Campaign Activity | Production Costs | Costs for 1 | Total cost (Including production) | **Justification – why is this a good way to promote** |
| 1  |  |  |  |  |
| Unspent Budget: |  |  |
| Total |  |  |  |  |

 |
| **Timescale:** Weeks? Months? 30Same as promotion, media and budget? |

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| Marketing Activity | Pre Launch | M1 | M2 | M3 | M4 | M5 | **Justification – why are they done at these times?** |
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