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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: | Evidence  1.  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? 40000  Same as promotion and media? | |  |  |  |  |  | | --- | --- | --- | --- | --- | | 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? 30  Same as promotion, media and budget? | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | Marketing Activity | Pre Launch | M1 | M2 | M3 | M4 | M5 | **Justification – why are they done at these times?** | |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  | |