

BTEC Level 3 National in Business

First teaching September 2016



Sample Marked Learner Work

External Assessment

Unit 2: Developing a Marketing Campaign

In preparation for the first teaching from September 2016 and as a part of the on-going support that we offer to our centres, we have been developing support materials to help you better understand the application of Nationals BTEC Level 3 qualification.

What is Sample Marked Learner Work (SMLW)?

The following learner work has been prepared as guidance for centres and learners. It can be used as a helpful tool when teaching and preparing for external units.

Each question explores two responses; one good response, followed by a poor response. These responses demonstrate how marks can be both attained and lost.

The SMLW includes examples of real learners' work, accompanied with examiner tips and comments based on the responses of how learners performed.

Below displays the format this booklet follows. Each question will show a learner response, followed by comments on the command verbs and the content of the question. Tips may be offered where possible.

The appendix has attached a mark scheme showing all the possible responses that perhaps were not explored in the SMLW, but can still be attained.

The red box comments on the command verbs used in the question. Command typically means; to instruct or order for something to be done. Likewise, in assessments, learners are required to answer questions, with the help of a command verb which gives them a sense of direction when answering a question.

This box may choose to highlight the command verb used and comments if the learner has successfully done this, or not.

The green box comments on the content words and phrases. Content makes reference to subject knowledge that originates from the specification. Learners are required to use subject specific knowledge to answer the questions in order to gain maximum marks.

The comments may include:

- *Any key words/phrases used in the learner's answer.*
- *Why has the learner gained x amount of marks? And why/how have they not gained any further marks?*
- *Any suggestions/ ideas regarding the structure of the answer.*
- *If the answer meets full marks- why it is a strong answer? What part of the content has been mentioned to gain these marks?*

TIPS!



Tips offer helpful hints that the learner may find useful. For example:

- *Recommended length of the answer*
- *Reference to the amount of marks awarded*
- *General advice for the learner when answering questions*

You must complete ALL activities.

You will need to refer to the additional task information on the following pages and the notes of any preparatory work completed in **Part A**.

Activity 1

Prepare a rationale for **Rebecca's** artisan ice cream marketing campaign. This should include:

- marketing aims and objectives
- research data on the market and competition
- justification for your rationale.

Total for Activity 1 = 34 marks

Good response

Activity 1: A Rationale for Rebecca's Dairy

Rebecca's Dairy is a small regional working organic dairy farm. This farm needs an alternative product to sell due to the low milk prices they are getting at the moment. The price it receives for the milk it produces is falling and is not going to improve in the foreseeable future due to the removal of milk quotas and over production.

The dairy has decided to diversify into the artisanal ice cream market. Ice cream can be thought of as a seasonal product and so sales can be adversely affected by the weather, but the dairy has been operating for 60 years, and it already well known for clotted cream so can build on its good name and use the same contacts. One problem of the dairy diversifying into this market is that there are bound to be long established competitors in Cornwall. These competitors could be hard to beat. It may be that the ice cream market is saturated in this region.

The dairy has an advantage as it has the main ingredients and the staff. It is based in Cornwall where there is a huge demand for ice cream in the summer from the thousands of tourists who visit, but these visitors are seasonal and British summers are not always hot and sunny, so this could affect sales.

If the dairy sells a superior artisanal ice cream at a premium price, they could develop an attractive brand. If it could promote its new product from different locations such as old fashioned vans and tricycles during the short summer season, and the dairy could make sufficient money selling it from local outlets to see it through until the next summer. Although ice cream sales are of course lower in the winter months if the dairy could get their ice cream stocked in supermarkets it could cash in on the increasing popularity of take-home ice cream where many people now stay at home rather than eating out and will treat themselves with ice cream.

The dairy could stress the fact that it has been established for more than 60 years and so has a long history and tradition. People may also like it to support a smaller local producer over a larger competitor.

If the dairy wants to charge premium prices, these are paid for quality products, so the dairy would have to use local all natural ingredients and be inventive in the flavours and names, and use high quality packaging.

The campaign would take a great deal of preparation and the introduction of the new ice creams needs to coincide with the start of the holiday season. Using ice cream tricycles to offer free tasting of the flavours to gain feedback from prospective customers and testing of marketing ideas could take place in the spring at local fairs.

Marketing objectives for Rebecca's Dairy

- To diversify by developing a new artisanal ice cream product in a range of flavours in Cornwall. This is most important as its milk sales are falling which will affect the revenue of the dairy.
- To get 50% of the tourist market to taste the ice cream to understand customer needs and wants. This is important as the dairy needs to be selling the right product or the customer will not buy it, and the dairy needs the sales and revenue.
- To increase brand awareness and gain 20% of the ice cream market in Cornwall within a year. This is important as people will only buy the ice cream if they know about it, and bigger ice cream manufacturers spend a great deal of money making sure people know about their brands. The dairy must be able to compete.

SWOT analysis

- If Rebecca's Dairy is to compete, then it needs to carry out an analysis to decide which marketing strategy it should use. A SWOT analysis looks at both internal and external aspects.

Internal	
Strengths	<p>The UK's ice cream market has grown by 20% in the past five years, and is now worth £1.1bn.</p> <p>On average, each person in the UK eats nine litres of ice cream every year.</p> <p>Rebecca's Dairy is already well known for its clotted cream so it has a customer base that may also be interested in the ice cream.</p> <p>The farm has been established for a long time.</p> <p>The dairy produces about 450,000 litres of organic milk annually, so can make the required butter and cream, and could source local eggs.</p> <p>Having a good reputation to date will be good for the marketing.</p> <p>The business already has the physical and human resource capacity to switch production from milk to the new products</p>
Weaknesses	<p>The dairy has not produced ice cream before, and so has no knowledge of this market</p> <p>The dairy is not known for selling ice cream and so does not have a customer base</p>

External

Opportunities

The ice cream market is growing. To include sorbet and frozen yoghurt the market has grown by 19% in the past five years. The market is worth £1.1 billion.

Specialist ice cream outlets and shops are fast becoming a niche market and appearing in many places across the UK.

Artisan ice cream is not mass produced, it is a luxury product, and the dairy has the capacity to produce this.

Rebecca's dairy is currently well known for its clotted cream and could produce a clotted cream ice cream.

Threats

There are many suppliers of the same product in the market already who are well established and may have loyal customers that do not want to switch.

There are over 1000 suppliers in the UK producing a wide variety of flavours.

According to analysts, ice cream sales are due to fall slightly in the current year.

Other dairy farms will also be looking to replace milk, cheese etc. with an alternative and may enter the ice cream market as well.

Ice cream sales are affected by the weather and may not do well if there is a wet summer.

The state of the economy can also be a threat because it is a premium product; if there are cuts by the government this can affect the amount of disposable income people have, so this will affect demand and the sales of ice cream as it is a luxury and not a necessity, and it will be especially affected if people don't have the money to go on holiday to Cornwall

A neighbouring non-organic dairy farm is also considering diversifying into ice cream production. It currently produces in excess of 1 million litres of milk per year.

The market is quite saturated with both small local artisans and the large established companies like Unilever that produce Haagen-Dazs and Ben and Jerry's. This means the promotion will have to be good to attract customers and so will be costly.

A lot of the ice cream sold in the UK is made by one company - R&R Ice Cream who produce branded products e.g. Cadbury, Kelly's of Cornwall, Oreo and Daim. This company will be hard to compete with as its employ 3,500 people and have 3 UK manufacturing sites.

PEST analysis

The PEST forecast for this product is good.

Political and Legal

There is little fear of legal issues or trade law regulations.

Economic

The UK's ice cream market has grown by 20% in the past five years, and is now worth £1.1bn.

Social

The product is targeting a large range of people, and eating ice cream is a common thing to do both on holidays and at home, so an audience for the ice cream is available.

Technological

The concept of artisanal ice cream is not new, and as a dairy Rebecca's can gain the technological expertise to develop a new ice cream product.

Reliability and validity of the information researched

All data has been taken from the most recent and well known publications and is therefore current as it is up to date and is trustworthy.

Justification for the rationale

Looking at the SWOT analysis Rebecca's Dairy has a number of strengths and opportunities when it comes to diversifying into artisanal ice cream. Also the data shows that the trend for eating ice cream is increasing so this is a good time for Rebecca's Dairy to diversify.

Instead of diversifying into ice cream, the dairy could think about produce cheese and milk powder as an alternative to just milk, but there is also over production of these and falling prices. A current price war with supermarkets is causing even lower prices for them as well as for butter and yoghurt, so artisanal ice cream is a good idea.

The downfall could be Rebecca's ability to compete with the established ice cream producers in this market.

Activity 2

Based on your rationale from Activity 1, develop a budgeted plan with a timescale for your marketing campaign. You need to present this in an appropriate format to Rebecca's Dairy.

Total for Activity 2 = 36 marks

Good response

Target market

Ice cream is very popular with all age groups, and a report in the Grocer 2015 revealed that 22% of 16 to 24 year olds regularly eat 500ml tubs of ice cream all to themselves in one sitting, versus 13% of the wider population. This means that they are eating 500ml instead of 100ml which is a suggested portion. This will not be the market the dairy is aiming at as this is premium priced artisanal ice cream.

As the dairy is based in Cornwall the target for this artisanal ice cream will be:

- Men, women and children (men ate ice cream on 53.2 million occasions over the past year, women on 64.9 million and children on 87.8 million)
- Tourists of all ages out and about on holiday in Cornwall
- Local customers of outlets

If the product is a success the dairy could look to also target the customers of the hotels and restaurants in the area.

Marketing Mix

Product

The proposed product is quality organic ice cream with all natural, local ingredients in a range of natural flavours. The artisanal ice cream will be made with organic milk from the farm. The packaging will be high quality, with various sized cornets and tubs available for the consumers, and rectangular boxes for the retailers to sell for take home sales.

Price

Pricing will be competitor based. The price will need to reflect the premium product, but should match the closest competitor. The current price of a 100ml individual small tub with spoon of artisan ice cream ranges from £1 for Haagen-Dazs and £1.69 for Green and Blacks at Waitrose. A scoop in a tub is approx. £1.20 and in a cone £1.70 - £2. A 500ml tub of Ben & Jerry's is currently £4 at Tesco.

Place

The ice cream will be sold through local outlets in the area e.g. small stores and supermarkets both in single servings and in tubs to take home. In addition, if successful it could also be available to buy at the actual farm where children could meet the cows and watch the ice cream being made. This may attract some sales from passing trade depending on where the farm is located and could be advertised locally as a visitor attraction. There could be an open day at farm to launch the ice cream with activities for children. This of course would have to be well thought out as at present Rebecca's is a working dairy farm and not suitable for visitors.

Promotion

A marketing campaign is going to be expensive, but Rebecca's Dairy has budgeted £50,000. The Ice Cream Report for 2014 published by the Grocer showed the following spend on well-known brands by bigger manufacturers:

	SPEND	SHARE				
	£	Cinema	Outdoor	Press	Radio	TV
Magnum (Unilever)	5,381,335	3.5%	32.6%	1.5%	-	62.4%
Ben & Jerry's Core (Unilever)	1,482,508	35.8%	-	1.9%	-	62.3%
Cornetto (Unilever)	155,982	-	50.9%	49.1%	-	-
Walls (Unilever)	46,864	-	-	100%	-	-
Haagen-Dazs (General Mills)	438,293	-	-	-	-	100%
Cadbury	37,862	-	-	100%	-	-
Mars	24,469	-	-	100%	-	-

As Rebecca's Dairy is a much smaller business than the ones shown in the table and has a limited amount of £50,000 to spend I propose the following:

	SPEND	SHARE				
	£	Cinema	Outdoor	Press	Radio	TV
Rebecca's Dairy	50,000	-	50%	50%	-	-

Rebecca's has an advertising budget of £50,000 but marketing has to give a return on investment i.e. it needs to get more back than its spend on promotion in the long run. All advertising will be planned, as it is a consistent activity that keeps the name of the dairy and the benefits of the products uppermost in the mind of the consumer. The budget would be spent on press - newspapers and magazines, and outdoor advertising - billboards, bus-stop advertising etc.

Ice cream is often an impulse buy, especially throughout the summer months. If Rebecca's Dairy puts up outdoor advertising close to stores selling its product this will highlight the ice cream to the consumers. The slogan or message on billboards and posters will be 'Treat yourself to probably the best ice cream you will ever taste!'

As the main customers will be holiday makers having a good time in Cornwall they will be willing to pay the extra for a quality ice cream made from Cornish milk and all natural ingredients, so the message will stress a treat and the best taste. The brand promise is to use completely natural organic ingredients, to have an amazing taste experience and the best quality. All promotional materials will stress traditional, honest, natural production and will use a Cornish cow shown in various situations around attractions in the area, licking an ice cream, to give the brand a personality.

As an attractive memorable logo is needed this will be the Cornish cow, and the designs used on advertising materials and on packaging will be consistent with the brand image and the message. The advertising will use AIDA i.e. be attention grabbing, encourage interest and desire for the ice cream and should spur the consumer into action to actively seek out the ice cream to try for themselves.

Social networking is an important tool and very cost effective. The dairy will set up social media accounts such as Facebook (which has 1.4 billion users), Twitter and Instagram. A combination of humour, competitions and the promise of free ice cream will be used to encourage interaction and to gain customers e.g. 'liking' the Facebook page to get a money off voucher. The Cornish cow could have its own accounts, offering free ice cream for 'likes and shares'; 'Cornish cow coming to your town' events where flavours will be tasted, and competitions to find and name new flavours. The social media pages and the website will link together.

Outdoor advertising includes billboards that will be used to show the Cornish cow eating ice cream coming up to the launch, then the same billboards will be used announcing the launch with free tasting in selected outlets. The press will also be used, with adverts being placed in the local free paper.

The dairy can take the new product 'on the road' e.g. to country fairs, summer fetes and food, music, craft festivals etc. that attract tourists as well as locals. These events can be used to test out the flavours to judge the most popular and give out free samples. The dairy can use old fashioned vans at these events, as well as old fashioned colourful refrigerated tricycles. These are ideal places to market the ice cream, as hungry festival goers should be eager to try a cold treat. Flash mob promotions will be arranged at festivals with the Cornish cow taking part too.

Direct sales will be made with the dairy owners visiting the local outlets, giving free trials and point of sale promotional materials.

There are some forms of advertising that would not be suitable. TV advertising would not be used as a bronze package from TV Advertising costs £20,000 across a 4-week period. This would be a huge proportion of the budget and would only last for one month. To add radio advertising would also be expensive so will not be used as this could cost £10,000. Cinema advertising will not be used as there is a danger that an advert produced on a small budget that is shown with expensive adverts for national brands could do more harm for Rebecca's than good.

Timescale

As ice cream is very popular in summer the ice cream will be launched before the Easter holidays to allow it to become well known and gain popularity in time for the summer when sales should be at their highest.

The promotion will have a big push to start, then advertising will be carried out throughout the year to keep customers interested and tell them about any new flavours going onto the market from Rebecca's. Advertising will need to be budgeted for in the following years if the dairy is to continue to compete with well-known brands.

Good response: Activity 1

Structure: The rationale is well written and has a logical structure. It applies a variety of relevant marketing principles and concept, and uses relevant marketing terminology. (MB4 4/4 marks)

Marketing aims and objectives: The learner has provided relevant marketing aims and objectives, and given some justification for choosing each. (MB3 5/8 marks)

Research of and analysis of market information: Sustained references are made to the case study, individual/independent research, wider business market and competitors which are entirely relevant to the context. An interpretation of the reliability and validity of the research is present but brief. The learner has not commented on why the sources chosen are appropriate or why the selection of recent sources matters to the context of the case study A concise analytical approach leads to entirely relevant and balanced conclusions. (MB4 10/12 marks)

Justification: The learner has used SWOT and PESTLE analysis, leading to a coherent and justified evaluation. The rationale has a logical structure and applies a variety of relevant marketing principles and/or concepts. Uses relevant marketing terminology. (MB3 7/10 marks)

Good response: Activity 2

The marketing mix to include: Message, Mix. Media: The marketing mix concisely presents the 4Ps in context. All aspects of the marketing campaign are covered in detail and in context with a clear and considered marketing message. Coverage of media is comprehensive and evidences selectivity relevant to the context. Choices are balanced (MB4, 19/20 marks)

Budget: The budget shows a basic understanding of costs for aspects of the marketing activity in context. (MB2 4/8 marks)

Timescale: Realistic in the context of the plan. (MB3 3/4 marks)

Presentation: The plan has a professional format. It contains no communication errors. Appropriate marketing terminology is used throughout. (MB4 4/4 marks)

Good response (for both activities): The learner uses relevant marketing terminology and the rationale is well structured.

The learner provides a number of marketing objectives and has attempted to justify these by giving their importance.

Reference has been made to the case study throughout and there is good evidence of independent and detailed research into the ice cream market and its competitors. The work makes references to its sources e.g. The Grocer magazine and major supermarkets, and comments on the reliability and validity of this research.

The learner has produced a less detailed PEST but there is a comprehensive SWOT that has been used to justify the decision to diversify into the artisan ice cream market.

The marketing mix is comprehensive covering all 4Ps, and justifications for this mix is provided.

A budget has been provided, spending £25,000 on press and £25,000 on outdoor advertising. Reasons for not using other media have been given. This section could have been improved with the use of figures to show a breakdown of the proposed spending.

There is a timescale showing the proposed plan for a year and beyond.

The plan has a clear and professional format. It contains no significant communication errors and makes reference to marketing terminology throughout.

You must complete ALL activities.

You will need to refer to the additional task information on the following pages and the notes of any preparatory work completed in **Part A**.

Activity 1

Prepare a rationale for **Rebecca's** artisan ice cream marketing campaign. This should include:

- marketing aims and objectives
- research data on the market and competition
- justification for your rationale.

Total for Activity 1 = 34 marks

Poor response

In this rationale I will show you my marketing aims and objectives that I think will be suitable for your business.

From my research it shows that the UK eats a lot of ice cream. This is why many businesses such as Rebecca's Dairy try to have an involvement in this role. Rebecca's Dairy is a dairy farm which started 60 years ago in Cornwall. This is good as Cornwall has many countrysides to build a farm with cows to produce milk. Rebecca's Dairy wants to start producing artisan ice cream, which means that it requires a lot of skilled experienced people to make the ice cream. This is because they are looking to make a luxury organic ice cream which uses pure ingredients. Although they produce 450,000 litres of milk their rivals produce 1 million litres which could have a negative impact.

Since you are a working organic dairy farm at the moment, I would advise you to make the artisan ice cream at your dairy farm or home, as you will have all of the ingredients available to you. This will allow you to achieve the objective of being more financially successful than your rivals. Another objective would be to survive in the first year so that you do not have any problems paying things back or going into debt.

Since you want to go into the ice cream industry because of the falling milk prices, I think you should be aware of the competition coming into the scene which makes it challenging for manufacturers to stay competitive. You will need to use research.

Summer sales have a growth of 4.3% which means you may need to use more than 20% of milk as the demands will be higher.

The top 5 ice cream brands in the UK are Ben & Jerrys, Carte D'Or, Magnum, Haagen-Dazs and Walls. These 5 brands are known for producing the best luxury ice cream in the UK. One thing they all have in common is that they are all aiming at the same customers.

Advertising/promoting in the ice cream industry is very competitive as a lot of them have a competitive edge of a USP. For example, Haagen-Dazs have a specific target audience which is adults. They also claim they are an exclusive, sophisticated luxury ice cream brand. This has added value which gives them a competitive edge.

Another example of an ice cream business having a competitive edge/USP is Ben & Jerry's because they advertise another company/charity on their product. An example is their 'save our swirled' ice cream flavour, this is them supporting clean energy.

I have done research on customers and what they like. 41% love a tub, 51% ice cream on a stick (like Magnum), 35% like cones and 25% buy from ice cream trucks. From this information it is obvious that Rebecca's Dairy should focus on ice cream on a stick, however they should also sell tubs just to make money on the side.

Activity 2

Based on your rationale from Activity 1, develop a budgeted plan with a timescale for your marketing campaign. You need to present this in an appropriate format to Rebecca's Dairy.

Total for Activity 2 = 36 marks

Poor response

In this next section I will share with you a realistic and budgeted plan for your business.

Product: Organic artisan ice cream in natural flavours. I think this should be promoted as rich and luxurious.

Price: I would advise you to sell the ice cream in 500ml tubs for £7.99, but also sell one scoop of ice cream in a cone for £3.

Promotion: Because the ice cream industry is so competitive I have a few ideas on how you can promote your product, some of which don't cost a lot of money so you can have more money when making the ice cream. My first idea is to help promote your product is to set up a Facebook and Twitter account for your business. Why do I think you should do this? I think you should do this because you have access to millions of people for free, also the average person has 5 different social media accounts including Facebook and Twitter. They spend around 1 hour and 40 minutes browsing on these networks every day. However, teenagers spend a total of 27 hours a week on social media and teenagers love ice cream. By doing this it will help promote your business and you can also find exactly what your customers such as flavours. I think you should set this up around April so people get know your business and you know what they want before summer time when demands are high.

Another marketing idea is for you to put up billboards around your local town, you could even put some on buses. Why? Because people will see these everywhere when they are walking/jogging around town, driving or even stuck in traffic. I think you should start doing this around the same time you create the Facebook and Twitter accounts because then you can put your information on the billboards for people to contact you. The billboards cost £200 per week and for the buses it costs £300 for two weeks. You could put 4 billboards in the main areas of your local town which would cost £800, then you can put 4 on the buses which would be £1,200. This gives you a total of £2,000. I think you should do this again in July because it's summer so you will be spending about £4,000 on billboards.

Although local TV could attract thousands of customers the costs are a lot. It costs from £200-£150 for 30 seconds so this would need to be thought about. You could promote this on radio, so people with the radio can get to hear about your product but this would also cost a lot.

Place: Have a pop-up stall in your local town selling your ice cream and providing free samples so people can try your ice cream and give their opinions, but also so they become aware of your business. I think you should do this because it is a unique way of promoting so you will have a bit of a competitive edge against other upcoming luxury ice cream businesses, but also because it should be successful as in my research I found 87% of people go out shopping opposed to 13% who do it online, so if you go into your local town on a weekend with your pop-up stall you are going to get customers. This will cost you how much it is to make your ice cream but it will also cost you money for a tricycle (the traditional ice cream stall), which is around £1,850. Since you have £50,000 to spend this would only be a small amount of it. I think you should do this around June just before summer and you can continue to do this during summer to help you get customers.

Timing

I will show now you this in a Gantt chart. The coloured blocks show when you will start it and if it carries on or not.

Advertisement	Months											
	J a n	F e b	M a r	A p r	M a y	J u n e	J u l y	A u g	S e p t	O c t	N o v	D e c
Social Media												
Pop-up stall												
Billboards												
Bus billboards												

Budgeting:

Social Media = £0

Pop-up stall (tricycle) = £1,850 + ingredients to make your ice cream

Billboards = £2,000 pw outdoor advertising + £300 x 2-week bus advertising

£200 x 4 = £800

£300 x 4 = £1,200

Total: advertising: £2,000 April x 2 (July) = £4,000

Total of all costs (excluding ingredients for ice cream)

£50,000 - £5,850 = £44,150 (how much of the budget you have left)

13/36

Poor response: Activity 1

Structure: The rationale has a basic structure and attempts to apply relevant marketing principles/concepts. It uses some relevant marketing terminology. (MB3 2/4 marks)

Marketing aims and objectives: The learner has attempted to provide some marketing objectives, and there is little development/explanation relevant to context. (MB1 1/8 mark)

Research of and analysis of market information: Reference has been made to the case study and there is some evidence of independent research into the market and its competitors, but it lacks detail. A basic interpretation of the reliability and validity of the research is attempted, demonstrating only a basic grasp of the concepts and their relevance in this context. The work lacks an analytical approach (MB2 3/12 marks)

Justification: The evaluation is limited to unsupported statements and opinions. Analytical tools are neither referenced nor utilised. (MB1 2/10 marks)

Poor response: Activity 2

The marketing mix to include: Message, Mix. Media: The marketing mix is presented covering most aspects which are occasionally generic and/or unrealistic in the context of the scenario. The marketing message is included but references to an appropriate marketing mix is not sustained. Coverage of media has some relevance to the context. Imbalanced justifications are provided (MB2, 7/20 marks)

Budget: This is restricted to generic detail, with limited relevance to marketing activity in context. (MB1 2/8 marks)

Timescale: Generally realistic in the context of the plan. (MB2 2/4 marks)

Presentation: The plan shows a clear but basic professional format. It contains occasional communication errors. There is some reference to appropriate marketing terminology. (MB3 2/4 marks)

Poor response (for both activities): The learner uses some relevant marketing terminology such as branding but then confuses a brand with a manufacturer e.g. *'These 5 brands are known for producing the best luxury ice cream in the UK'*.

The learner provides two objectives *'...to achieve the objective of being more financially successful than your rivals...to survive in the first year so that you do not have any problems paying things back or going into debt'*. These are financial rather than marketing objectives.

Reference has been made to the case study and there is some evidence of independent research into the ice cream market and its competitors, but this is lacking in detail and focus. The work lacks reference to the source of the research, and any comment on the reliability and validity of this research.

The work lacks justification as only unsupported statements and opinions are found. Neither PEST nor SWOT have been used or referenced.

The marketing mix is presented covering the 4Ps, although product and price are very brief and lack support. The brief instructs the learner that the ice cream will be sold in local outlets but this has not been discussed by the learner. Selling the ice cream from a tricycle would be unrealistic in the context of the scenario. There are very few justifications provided. The learner seems to assume throughout that this is a very small business.

A limited budget has been provided. Although the business is intending to spend a substantial £50,000 on the marketing the learner has spent an unrealistic £5,850 and has not justified spending this smaller amount.

There is a basic timescale showing the proposed plan for a year but again this is lacking in realism.

The plan has a clear but basically professional format. It contains occasional



Part A:



Read the set task brief carefully. Make sure you fully understand the context of the set task brief.



Look at the market that you are asked to research, and find out as much as possible about this from as many reliable sources as you can in the 6 hours allowed



Make comprehensive research notes to a maximum of 6 sides of A4 to include the source of any figures or quotes you may use.

Part B:



Follow the instructions given for each activity in full



Remember to keep your work fully in context and to use marketing terminology and tools throughout



Use data and quotes wherever possible to support your decisions, and reference these clearly



Make sure your presentation is clear and professional.