My structure for business exam:

3x smart objectives

Rationale justification of the campaign, how it will be effective

Primary research: OBSERVATIONS, QUESTIONAIRES, FREE SAMPLES

Secondary Research: NEWSPAPER ARTCILES, WEBSITES, MARKET REPORTS

Analyse the research given in the pack and make key notes on the pack about any information that is given start to think of what are the positives and negative

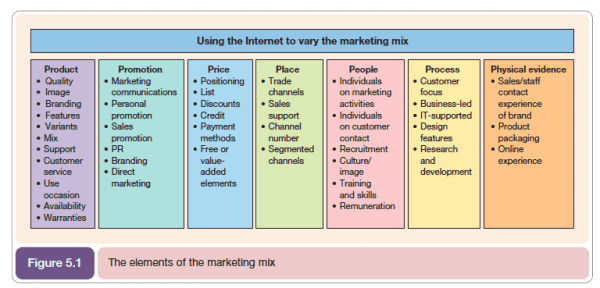
reliability – how easily the research could be repeated and provide similar results

Validity – measure of how relatable

Marketing message – what you want to convey to customers

The 7 p’s:

Mention pricing strategy – competitor pricing, price skimming, penetration cost plus



Pestle analysis –

Political -Tax policy; environmental regulations; trade restrictions and reform; tariffs; political stability.

Environmental – pollution, sustainability, renewable materials

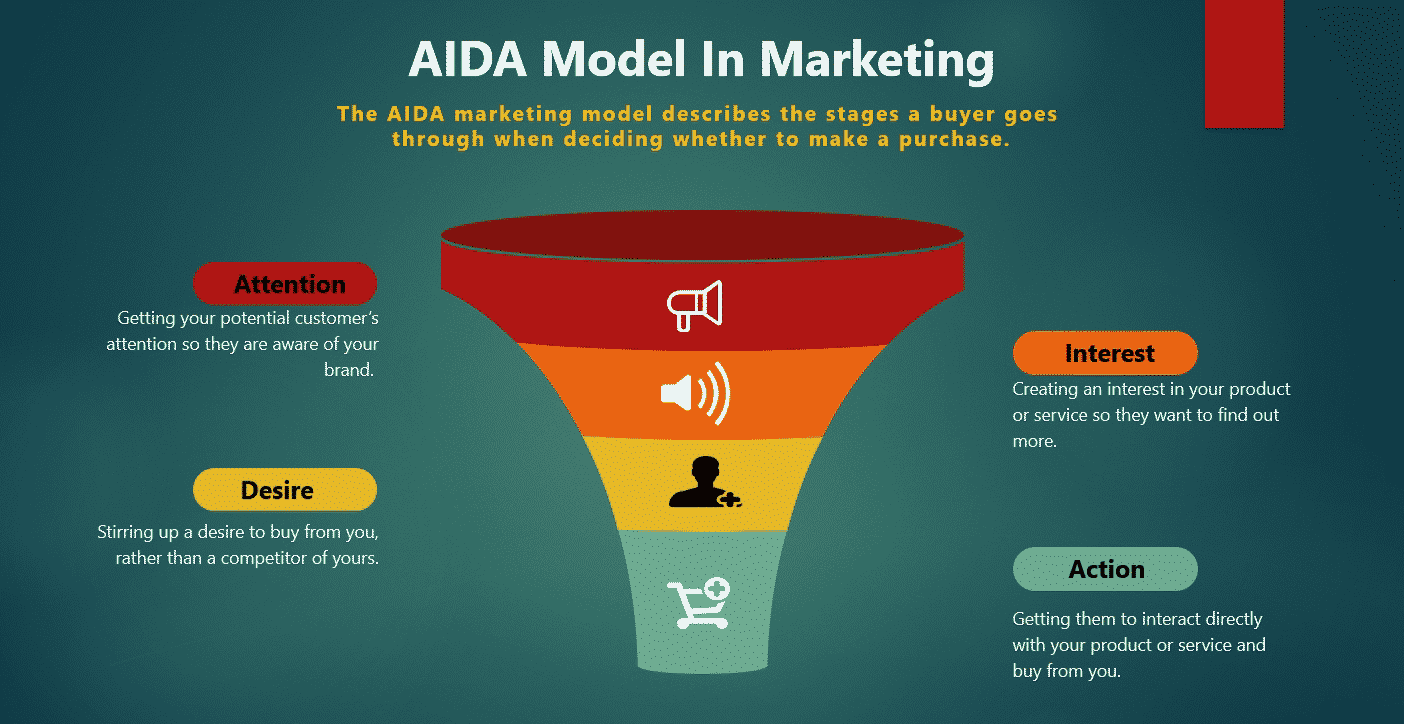
Social - look at trends such as lifestyle factors, cultural norms and expectations

Technological - production techniques, information and communication resources, production, logistics, marketing, and e-commerce technologies.

Legal - Consumer law, discrimination, copyright law, health and safety law, employment law

Economic - exchange rates, economic growth or decline, globalisation, inflation, interest rates and the cost of living, labour costs and consumer spending

SWOT analysis – strengths, weaknesses (internal) opportunities, threats (weaknesses)



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Type of media | Cost | Amount of budget being allocated | Number of weeks/times of year | Justification |
| YouTube ads |  |  |  |  |
| Bill boards |  |  |  |  |
| Instagram |  |  |  |  |
| TikTok – influencers |  |  |  |  |

Time scale

Budget

Make a conclusion – write a brief paragraph explaining as to why this marketing plan will help the business achieve its aim of generating more revenue.

|  |  |  |
| --- | --- | --- |
| Information | Key data | What it means for the business? |
| Market size |  |  |
| Market growth |  |  |
| Competition |  |  |

