



Examiners' Report Lead Examiner Feedback

January 2022

Pearson BTEC Nationals
In Business (31489H)
Unit 2: Developing a Marketing Campaign

Edexcel and BTEC Qualifications

Edexcel and BTEC qualifications come from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information visit our qualifications website at <http://qualifications.pearson.com/en/home.html> for our BTEC qualifications.

Alternatively, you can get in touch with us using the details on our contact us page at <http://qualifications.pearson.com/en/contact-us.html>

If you have any subject specific questions about this specification that require the help of a subject specialist, you can speak directly to the subject team at Pearson. Their contact details can be found on this link: <http://qualifications.pearson.com/en/support/support-for-you/teachers.html>

You can also use our online Ask the Expert service at <https://www.edexcelonline.com>

You will need an Edexcel Online username and password to access this service.

Pearson: helping people progress, everywhere

Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your learners at: www.pearson.com/uk

Jan 2022

Publications Code 31489H_2201_ER

All the material in this publication is copyright
© Pearson Education Ltd 2022

Grade Boundaries

What is a grade boundary?

A grade boundary is where we set the level of achievement required to obtain a certain grade for the externally assessed unit. We set grade boundaries for each grade, at Distinction, Merit and Pass.

Setting grade boundaries

When we set grade boundaries, we look at the performance of every learner who took the external assessment. When we can see the full picture of performance, our experts are then able to decide where best to place the grade boundaries – this means that they decide what the lowest possible mark is for a particular grade.

When our experts set the grade boundaries, they make sure that learners receive grades which reflect their ability. Awarding grade boundaries is conducted to ensure learners achieve the grade they deserve to achieve, irrespective of variation in the external assessment.

Variations in external assessments

Each external assessment we set asks different questions and may assess different parts of the unit content outlined in the specification. It would be unfair to learners if we set the same grade boundaries for each assessment, because then it would not take accessibility into account.

Grade boundaries for this, and all other papers, are on the website via this link:

<http://qualifications.pearson.com/en/support/support-topics/results-certification/grade-boundaries.html>

Awarding BTEC qualifications in 2022

Ofqual has [set out their plans](#) for awarding qualifications in 2022 and intend to return to a normal, pre-pandemic, approach to grading standards over by 2023. They have confirmed that 2022 will be a transition year, to reflect that we are in a pandemic recovery period and students' education has been disrupted.

Our guiding principle and approach to awarding BTEC qualification results in 2022 will be to ensure parity in relation to the approach being taken for GCSE and A level learners. BTEC courses have a different structure and design to academic qualifications - BTECs are modular qualifications (with assessments taking place throughout the course) compared to GCSEs and A levels which are linear (assessed and awarded at the same time at the end of the year), and therefore our approach needs to be different.

In 2022 we will return to the usual method of calculating BTEC qualification results, however adaptations including, U-TAGs and reduced internal assessment, are in place to provide a comprehensive package of support for students.

The basis of our awarding approach to BTECs this year is to ensure it is as fair as possible for all learners. We will use a range of evidence to set grade boundaries for the external units. Part of this evidence will be to closely monitor learner performance in all assessments that contribute to learners' final qualification grade, to ensure parity with A level and GCSEs.

Further information can be found [on our website](#) and via our Social Media channels.

Unit Code: Unit title

| Grade | Unclassified | Level 3 | | | |
|----------------------|--------------|-----------|-----------|-----------|-----------|
| | | NP | P | M | D |
| Boundary Mark | 0 | 12 | 25 | 39 | 54 |

Introduction

This was the eighth sitting of this unit. In this series there was an adaptation to the requirement for learners to conduct their own research, and instead learners were provided with a research pack containing primary and secondary data alongside costings and information linked to promotional methods. In this series, the Part A pre-release element of the assessment required learners to use the research provided to analyse the market for Sportswear and to select key information and data to support them in planning a marketing campaign; details of which were provided in Part B. The use of the research provided in the pack was essential to Part B of the assessment, and most learners were able to successfully select and use data from all areas of the research pack provided.

This unit is synoptic within all sizes of the level three BTEC Business qualification. Learners are expected to use content from across all units within their qualification when completing the set task for this unit. For example, when producing a budget for assessment focus 6, students might draw on knowledge that they have acquired from studying unit 3 – Personal and Business Finance.

Many learners continue to struggle to demonstrate sufficient understanding of all the concepts covered within the unit to allow them to access higher marks. However, there is a highlighted improvement in the detail and application of marketing concepts, terminology and processes within the work submitted for this unit. Learners should be able to demonstrate a depth of knowledge and understanding commensurate with a level three qualification and should be able to put that understanding into context. Using content from both this unit and other units in order to justify the marketing decisions that learners make in their plan. Many learners are unable to provide sufficient depth and detail in their justifications and explanations of decisions and choices and are not able to construct marketing plans that reference and link back to aims, objectives and research findings which are important when accessing higher marks.

The assessment of this unit is based on 8 assessment focuses, each carrying a different weight. The assessment foci are split into two groups of four with activity one worth 34 marks and activity two worth 36 marks. In activity one, the majority of the marks are divided between assessment focus 2, aims and objectives, 3, research, and 4, justification. In activity two the majority of the marks are gained for assessment focus 5, the marketing mix and assessment focus 6, budget.

Learners are required to produce work for this unit using a computer. Submission of learner work is requested in electronic format and many centres have followed such requests within this series. When submitting work electronically, many centres submit Activity One and Two as separate files and in editable formats. This is incorrect. When submitting, work should be saved in PDF format and should be submitted as a single document containing both Activity One and Two.

The majority of centres complete all the required paperwork when submitting work including signed authentication sheets and placeholders in line with the administration guide. Centres are advised to review the administration guide for this unit, which is available on the BTEC subject pages, or in the Unit 2 assessment administration guide, prior to submitting work to ensure that all administrative requirements are met. Failure to do so can lead to a delay in the assessment of work while these documents are requested from centres.

Introduction to the Overall Performance of the Unit

Work produced by around 15,000 learners was assessed during this window, with learners achieving the full range of marks from 0 to 68. The standard of work in this series was largely consistent with previous windows, although the average mark achieved by learners increased slightly, reflecting a slight improvement in the ability profile of learners taking this using during this series.

Learners appear to be managing their time more effectively when sitting this unit assessment, with incidents of incomplete work being submitted becoming increasingly rare. Most learners also appear to be managing their time better within Activity 2 which is enabling them to produce more material which includes a greater level of detail than seen previously.

The use of a standardised research pack for all learners has proven successful in supporting learners with their consideration and selection of data. Sportswear appears to have been an engaging and accessible topic and many learners have used the research provided alongside their own knowledge and interaction with sportswear to enhance the work submitted. The best pieces of work appear to have used their own experiences and knowledge to form a cohesive analysis of the information provided. Many learners who have utilised both secondary and primary data from the research pack have presented more comprehensive findings and used these effectively to support judgements and decisions throughout and have therefore accessed higher marks.

In contrast, large numbers of learners continue to present ineffective use of data within Activity 1, and instead simply repeat the facts that they have selected from the research pack as we have seen in previous series. Being able to draw links between research data and the types of marketing activities that might be appropriate for the business is an essential part of gaining higher marks for Activity 1, but too few learners are able to do this confidently within the work submitted.

Learners are also starting to transfer towards marketing campaigns which contain limited amounts of creativity and innovation in their suggestions and ideas. The majority of learners are not considering a range of promotional methods and are limiting their choices to social media platforms with little or no justification as to why such methods are appropriate, or how they will link to the aims, objectives and target market. Being able to provide justification for choices within the marketing mix are

essential to gaining higher marks for Activity 2. Learners should be considering a range of promotional methods and exploring the reasons for and against options to fully justify their marketing plan.

Year 13 learners have continued to outperform year 12 students on this paper in most centres. This is likely to be because this is a synoptic paper which gives learners a chance to use knowledge and understanding gained from a wide range of other units. Where learners have had additional time to study topics related to marketing, they are, in many cases, able to use that deeper knowledge to produce more sophisticated analysis of the different topics in this paper. Despite this, year 12 students still account for a relatively high proportion of entries.

Assessment Focus One: Structure

Marks gained for this focus related to three key aspects of learners work on Activity One:

- The structure of the work
- The accurate use of marketing principles and concepts
- The accurate use of technical vocabulary

The majority of learners were able to structure their work using relevant subheadings and/or dividing their work into discrete paragraphs, each with their own focus. These learners tended to use appropriate marketing terminology to justify their aims and objectives and to analyse their research, drawing on unit content from the specification. In these cases, learners achieved either three or four marks.

Most learners tend to achieve either 3 or 4 marks for this assessment focus. It is relatively rare to get lower marks on this aspect of the work. Where learners do underperform it tends to be because their work is not well structured for example, it does not deal with different issues in a logical order and because it does not use technical vocabulary. A minority of learners do not use business terminology – for example, using money interchangeably to refer to profit, costs and/or revenue.

Assessment Focus Two: Marketing Aims and Objectives

Marks were gained for this focus on the basis of two key pieces of evidence:

- The production of appropriate marketing aims and objectives, relevant to a marketing campaign for a sportswear company
- The provision of a rationale for the proposed aims and objectives.

Learners are increasingly presenting relevant aims and objectives but are not providing a justification for those aims and objectives and therefore are unable to access marks above mark band two. A common mistake, although one that continues to occur less than previous series, is for learners to explain why their objective is SMART rather than explaining why it is appropriate in the context of the business. A small proportion of learners also simply lifted 'increase brand awareness' and 'increase revenue' from Part B and offered no further development or broken down aims and objectives.

In this example, the learner was awarded 6 marks. The learner has provided three SMART objectives which are in context and link to the identified aim of 'increasing revenue'. The objectives have some development, although this is not always fully aligned to the marketing campaign or the activities.

Aims and Objectives – Decreal Gear want to increase the revenue; they will be using these objectives in order to reach their aim.

Increasing their social media following by 30 % in the first 5 weeks, this way the business will get more recognition

Sell a variety of sportswear by 25% in the first month, this will be profitable for the business

Offer 20% discount in the first two weeks of selling new products and launching the training programme, this will increase the number of customers

Increase audiences between the age of 16-20 in the first 5 weeks by 40%, this will increase business sales

The first objective will help them increase revenue because due to Covid many people staying at home, are using social media so this will reach many people especially teenagers and because Decreal Gear will be reaching out to influencers to work with them to promote their products and as many teenagers or young adults look up to influencers and famous people, if they are promoting, people are more likely to try out the product so this way their customers will increase more and more which will lead to increase in sales.

Also, the third objective, offering discounts will attract more customers, and if they start by selling their sportswear first, customers will come back to see what more they offer, if customers have tried the sportswear and they were happy with their purchases, they would want to try out more things the business is offering so with Decreal Gear their fitness training training programmes, this will help them gain customer trust.

The fourth objective will help the business expand because when the teenagers buy the product offered they will recommend it to their friends and families, which will increase brand awareness.

This piece of work could have gained a higher mark if the learner had provided a more detailed justification for all the objectives presented and if they had considered the impact that these would have on the marketing mix.

In this example, the learner was awarded 7 marks. There is comprehensive coverage of relevant and rationalised marketing aims and objectives with a good level of development which is contextualised and supported by research. The learner makes reference to their aims throughout the work, but was not placed at the top of mark band 4 due to the objectives not being SMART.

The aims and objectives for Decreal gear may change as the market continues to change and as the company grows but for now I think that Decreal gear should continue to aim for that increase in monthly revenue. The objective for this could be that Decreal gear increases their product range to include more people and to offer more choices for new and existing customers. We see that on (Page 5, part A) there are a list of the top 10 searches for sportswear showing these areas must be very popular so if its possible Decreal gear should expand their product line into these areas for example loungewear, tracksuits and running shoes. They could also achieve a higher revenue by becoming more well-known so if they gain more market share and are more known to the wider audience then they are much more likely to increase revenue as they are more likely consumers looking at the products. This would overall help the business and allow them to increase sales which would intern increase revenue. Also another aim for Decreal gear would be to increase that consumer base and they could achieve this by appealing to the wider audience so this could be done

by having many different products from all shapes and sizes so they still have their target market but they also have a wider range of products that all people may find appealing and would be able to wear. We see on (page 7, part A) that many marketing messages were aimed at diversity, showing that this is a good area to expand into and a good way to increase revenue and brand awareness. Finally, another aim for Decreal gear could be to increase the amount of store they have nationwide and then after, maybe the amount of stores they have worldwide. The objective of this can be done by gaining more market share as this would mean that there are more customers to appeal to and a larger audience that already knows the brand so new stores wouldn't be seen as the unknown. They could also do this by marketing much more at the audience and having a very catchy and memorable campaign so people will defiantly know the brand. The company could also use methods such as SMART. This is a way of pinpointing what they want to do and how they can achieve it so the specific part would be to increase revenue as this is what the business wants to do. The measurable part is when the business owners know the increasing revenue is done and I would say it is when the businesses revenue has at least doubled or more. The achievable part is how can this be done and it can be done through many different means such as having a larger product range, having more stores, more customers and/ or more market share. The realistic part is how realistic is it and I think it is very realistic as all of the previous operation can be achieved. Finally we have timely, so how long is it going to take and I would guess up to 12 months or slightly more. This is very important as it shows how the business can succeed and they know what they need to accomplish to do it. This also ties into the aims and objectives as they could use SMART to achieve the aim of increasing the amount of stores for example.

In a few cases in this series, learners have written their objectives at the end of their work for activity 1, or as an opening paragraph for activity 2, summarising some of their research and analytical tools to justify their objectives. This is a good approach and learners using this technique often gained higher marks because of the justification provided.

Assessment Focus Three: Research and Analysis of Marketing Information

Work for this assessment focus requires learners to address a number of different points:

- Reference to the research pack in the Part A pre-release materials
- Evidence of selectivity of research information and data from within the Part A pre-release materials and additional information in the Part B task brief
- Analysis of some or all of the research data
- Consideration of the validity and reliability of the research data

This was the first series where learners were not required to carry out independent research and were instead provided with a research pack to use in the assessment. This resulted in learners accessing a broader range of marks within this assessment focus. Learners were not awarded marks for gathering research, but for the selectivity of research and the analysis presented.

Learners have started to be more selective in the data and information that they select, with many learners using secondary data more effectively than primary. There has however, been an increase in the number of learners who have simply regurgitated large amounts of material from the research pack without undertaking any analysis which limits the marks awarded.

Learners accessing higher marks tend to focus on key themes that have influenced the sportswear market and use these to provide a structured and cohesive analysis with clearly selected and relevant data.

In this example, the learner was awarded 9 marks, the top of mark band 3. Within the work there is evidence of appropriate selectivity of research and the learner has used a variety of information from the research pack provided. However, the analysis of the information was not always present, and the consideration of the reliability and validity

does not show a thorough understanding.

The market size has increased recently with now more than 1300 different sportswear brands operating and it still continuing to increase. It is a large and difficult market to get into but it can be very worthwhile if it is done. The market structure has become more crowded than ever before with more and more large corporations such as Nike and Adidas dominating large parts of the market but also newer and also large brands such as under armour becoming very popular worldwide. This could make it difficult for Decreal gear to grow but with so many large brands, it shows that this industry is in very high demand. It is also very important for Decreal to be up to date with new technology and with new sportswear which is innovative as this would entice more customers to try out their new brand. There are many competitors within this market such as the massive market leader of Nike but also big brands such as Puma (Page 7, part A). All of these brands create very similar products and have a very similar business which could make it difficult to stand out but if Decreal gear creates more and more innovative designs they are likely to get ahead. The competition will always impact the business as it will make it more difficult to get customers as many like to stay with their regular brands but if a marketing campaign is bold enough it will defiantly stand out and entice customers to Decreal gear. They could impact the business in a good way as they are all well-known but if Decreal partners up with a larger brand they will defiantly gain some brand awareness.

The evaluation of this shows that the research is valid and is very reliable and up to date with the current COVID regulations being shown within the research. We see that a lot of research into the target market and into competitors has been done so Decreal knows exactly what they need to do to overcome the difficulties of these big brands. Their will inevitably be issues along the way with Decreal and it may be more difficult to reach the intended target market and get them to switch but if the products are better and more innovative them overtime is should get easier. There are external influences such as the COVID pandemic as this has changed the world multiple times and with new regulations constantly be putting in it could affect what Decreal needs to do and or focus on.

In this example, the learner was able to gain the full 12 marks available. The learner has selected and then analysed appropriate and relevant points from the research pack to present clear findings and suggestions from the data given. The learner has considered a wide range of research data and made consistent and accurate judgements based on the impact of their analysis.

The growth in sportswear has accelerated in the last couple of years, mainly due to consumer habits and lifestyle changes due to the Covid-19 pandemic. Due to social trends and more casual clothing worn during the day, the first quarter of 2020 saw sales of men's sportswear grow by 18% and women's by 43% compared to the same time period in 2019. The growth of the market is expected to continue. An estimated £6.7 billion is forecasted to be spent on sportswear in the UK, resulting in predictions indicating that by 2023, the UK's market for sportswear is to achieve a growth of 21%. With such an expansive market, brands have established market segments. For example, BAM, Contur and Tala are businesses that use recycled, sustainable materials in the production of their products. These brands have proven successful despite being more expensive and a relatively niche market segment, compared to the whole market.

However, the sportswear market is saturated, with lots of competitors. There are constant fluctuations in demand, product range expectations and market trends mainly set by influential figures, athletes, sporting events and large competitors' ability to innovate quickly in response to fashion and market trends, influences and changes. Sportswear has been a mass market in the UK for many years now, dominated by two leading retailers: JD Sports and Sports Direct. With stores and e-commerce websites attracting customers, in 2020, JD Sports were able to accumulate a massive £6.1 billion worldwide revenue and Sports Direct achieved £3.9 billion. With regards to sustainable, high quality sportswear brands, usually, they are considered more premium options, demanding a higher price, making it hard to attract some customer profiles. An appropriate pricing strategy and identification of a specific target market is very important for Decreal Gear (DG).

Therefore, this secondary research indicates to DG that the sportswear market is predicted to massively grow over the next few years. DG should market a high quality, sustainable, bold-coloured product range focused on a wider target market, compared to their current fitness enthusiasts, aged 25-35. By extending their reach to a greater number of age ranges and customer profiles, they can expect to increase brand awareness, revenue and therefore, market share. Promoting the sustainability of production, the extensive product size range and noticeable benefits associated with the premium materials used could prove very successful. In the future, once grown in size, a product innovation proposal, as seen by competitors, could be collaborating with athletes to design and create a new product range. DG should also consider competitors approaches, like Nike, when marketing their products by having a diverse themes and models. Through the use of different sized and shaped models, DG can showcase their extensive size range enabling DG to expand their target market and create a more inclusive brand image.

Evaluation of Sources Reliability

Although DG's primary research is a good start on understanding the sportswear market, it would have been relatively expensive and time consuming compared to other forms of secondary research. However, the sportswear brand has been able to ask people their own questions, so the research is specific and should be up-to-date.

The reliability of DG's primary research is questionable due to the fact that only 100 people were questioned. A small sample size affects the reliability of a survey's results as it leads to higher variability, which may lead to bias. The small sample size doesn't give a large depiction of the whole market and is therefore ungeneralisable.

The usefulness of the data is also uncertain because the sample size was very specific, focused fully on their current target market. This therefore meant that the questionnaire was not particularly inclusive and generalisable for the UK's population. To fulfil DG's aims and objectives, specifically objective 2 and 3, data would have been helpful when considering product and marketing approaches for DG's new, wider, more diverse target market.

Additionally, the location is not very useful as it's the 'city centre', so it doesn't consider those who live in rural and different areas of the UK. For example, if the sample was taken in Manchester City Centre, those in Cambridge and London would not be questioned. Furthermore, those who do their shopping through e-commerce outlets, usually the younger generation, which is mostly their target market, wouldn't be questioned. This leads to the vulnerability of not questioning the wide target market and only potentially collecting regional trends and biases, which could result in unsuitable decisions being made.

However, there were some elements of the research that are helpful to DG, such as expenditure on sportswear, factors influencing purchasing, product types, brand loyalty and types of exercise consumers enjoy. This data helps DG to consider some marketing and product approaches and strategies as a way of meeting the business' aims and objectives.

When DG complete primary research in the future, I would recommend they make the survey available to complete online. This would result in a greater reach across the nation for a much longer time period, as it would be available to complete at anytime during a certain time period. This would be more accessible throughout the whole of the UK too. Therefore, a larger, more diverse variety of customer groups can be questioned informing DG on suitable marketing approaches and strategies.

The analysis of the research was evident throughout the work presented, and the detailed consideration of reliability and validity with recommendations moved the work to full marks. The careful consideration and strategic sequencing of the analysis throughout the work supported the learner in achieving the higher marks and ensured that all findings were referenced and used appropriately.

Assessment Focus Four: Justification

For this assessment focus the following evidence was required:

- The use of one or more analytical tools
- An evaluation of the meaning of research and its considered impact
- A justification for the use of specific marketing techniques based on the analysis of research data.

Most learners have used the SWOT and PESTLE models of situational analysis during this series. The use of five forces analysis has been relatively

low in this series, although an increasing number of learners are now including an analysis of the product life cycle, either in addition to SWOT and PESTLE or instead of one of these tools.

Most learners are continuing to provide detail and relevant data within their analytical models which is appropriately placed and referenced. Learners accessing the higher marks are then using the research data to make supported judgements which are in context and are clearly aligned to statistics and research findings.

In this example of part of the work produced for the assessment focus, the learner was given 7 marks. The work does not include lots of detail or data under each of the headings, but does make judgements which are supported and relevant to the context.

For example, within environmental factors there is a clear focus on the sustainability of products and the impact that the business is having in their current operation and setup with reference to data linked to average usage. Within political factors there is a consideration of the impact of the issues identified which relates to the sourcing of products and potential pricing issues for the business.

Economic factors:

Increasing inflation only negatively impacts Decreal Gear. Prices constantly rising means costs also increase and for an independent company such as Decreal, they must take precautions to prevent losses and even a failed business. They can start only producing how many is ordered to reduce overstocking. On the other hand, with Decreal's low priced products and an increase in inflation they can also see an unexpected increase in sales, causing an increase in revenue. With low disposable incomes, many customers may try look for cheaper alternatives to their favorite brands.

Environmental factors:

With sustainable-conscious people putting businesses into check with their lack of efforts in caring for the environment, many businesses have suffered losses and even closure for some. If Decreal does not research on the environmentally-friendly materials or packaging they may also have to face big losses and even failure. Then again by solely selling online they, are saving on rent and electricity bills as they do not have an actual store that people can go to. Retail shops usually take up to 15 kilowatts per hour and 30 cubic feet of gas. This would lead to Decreal being praised for their efforts.

Political factors:

With brexit officially occurring, Decreal may struggle to export goods to other countries when expanding their business, internationally. They will struggle as it is more costly and not as inexpensive before. However if Decreal chooses to import goods from Asia where manufacturing is a drastically cheaper, they may have to pay for extra fees and increased taxes as it passes through Europe.

Legal factors:

Laws are constantly being created and have affected many businesses during the pandemic. When the UK went into lockdown, hundreds of businesses had to close their doors forever as people were not allowed out anymore. This did not affect Decreal as they are an online store, and they could have taken advantage of the usage of face masks by selling it on their website.

Ethical factors:

Pressure groups are persistently terrorizing businesses that use sweat shops in all countries. When Nike got exposed for using sweatshops in India, many boycotted the company, leading to massive losses and having to find another way to produce their products. Decreal use fair pricing making them more ethical.

In this example of part of the work produced for the assessment focus, the learner gained 10 marks, the top of mark band 4 for this assessment focus. This is because they have made clear judgements that are well supported by evidence from the research and there is consideration for the impact on the marketing mix.

SWOT/PESTLE

Strength - A strength of Decreal Gear is that they already have an excellent reputation within the industry and collaborate with a number of graduate designers. This is a strength because as the industry is increasing, by having a good reputation it is likely that more consumers will consider their brand when making their purchases in consideration to the larger competitors. It also means that existing customers are more likely to purchase again, as they know the products are good quality and meet their needs and wants. Also, by collaborating with a number of designers they are able to keep up with the trends of the industry, and ensure their designs can meet the needs and wants of customers better than them individually coming up with designs. Another strength is that they have a website where they sell their products. This is a strength because as online purchasing of sports wear saw a large increase over the past 2 years, by already having an online presence they are allowing exposure for their products. Therefore, by having an existing website they can expand it to represent their brand better, and already have a following who use their website, which indicated that it is a good way of selling their products. They also have a good policy of guaranteed delivery within 48 hours, which is likely to encourage people to repeat purchase as they know the brand works fast with the intentions of their customers in mind at all times. A further strength is that due to their age demographic being between 25 and 35, they can use social media to their advantage. This is because this age group are likely to be present on social media, and as technological use advances to purchase their products, by increasing their social media presence they are more likely to reach the desired target market.

Weaknesses – However, a weakness of Decreal Gear is that they are an independent sportswear retailer in a market with already established competitors. This means that although the research showed that people buy from a variety of brands, by having large competitors who are able to collaborate with larger celebrities (such as PE nation being supported by the Jenner’s and the Hadids) Decreal Gear’s products are likely to be overlooked in comparison to the larger brands. Therefore, in order to increase their revenue they need to increase their online presence further, in order to be noticed for their high quality products alongside these larger brands. A further weakness is that despite them having a large fitness following, their sales are not increasing. This suggests that they may need to tweak certain aspects of their brand and possibly diversify into the upcoming trends of sportswear, in order to reach more specific markets and hopefully increase their revenue and following overall.

Opportunities – An opportunity for Decreal Gear is that the trends in sportswear sales look as though they are set to increase further up until 2023. For example, the research showed that an estimated £6.7billion is forecast to be spend on sportswear within the UK. Therefore, by seeing the trends that are on the increase as sales begin to grow on these products once again, Decreal Gear can use this information in order to increase their market share and therefore revenue within the industry. A further opportunity is that due to the collaborating with a number of graduate designers, they can potentially grow with these designers and have reputable sources of how they perceive the markets needs and wants. Another opportunity is that due to them being an independent brand with a following of fitness enthusiasts, they can use their existing customers to promote their products and increase the potential customer base they can establish. This is also a strength because this will simultaneously enhance their relationship with these existing customers if the brand is seen to be taking into considerations feedback and valuing their consumers.

Assessment Focus Five: The Marketing Mix

This assessment focus required learners to consider:

- How the 7P extended marketing mix could be applied to the marketing of sportswear products
- An appropriate marketing message for a marketing campaign run by a business that is looking to increase revenue and brand awareness
- A selection of appropriate media and promotional activities for the marketing campaign.

Most learners now tend to produce a 7P marketing mix, and the marketing mixes produced are more likely to be contextualised. Contextualisation is an essential part of the work for this assessment focus. Unless the majority of the 7P's are in context to some extent. Learners cannot be awarded marks in bands 3 or 4.

A significant majority of learners still lose marks for this assessment focus because they appear to have significant gaps in their knowledge of the marketing mix. For example, a surprising number of learners still refer to business location instead of distribution channels when considering place. A relatively large number of learners write about the target market for the business under people instead of talking about the employees of the business and the service that they provide to customers.

Many learners are not including a marketing message, or they are providing a slogan or strapline instead of a marketing message.

Where learners gained higher marks, they tended to produce a detailed 7P marketing mix where each P was explicitly linked to the context of the sportswear business, and learners tended to link the choices that they made in their marketing mix to the target market that they had selected. Furthermore, the best pieces of work, especially those gaining marks in mark band 4, tended to propose an appropriate marketing message that they then consistently linked to each P in their marketing mix to provide a detailed, contextualised and appropriate marketing campaign that aligned to aims, objectives, budgetary and time constraints.

In this example, the learner was awarded marks at the bottom of mark band 3. This was because although a full marketing mix was presented there were some areas which were not fully developed and justification was not present. The contextualisation presented throughout the marketing mix

allowed the work to move into mark band 3, although the depth and detail of justifications and choices was not sufficient to move higher into the band.

Marketing message - “WE ARE ON OUR WAY TO A HEALTHIER LIFE” A variety of comfortable and high quality sportswear will be provided for you, your family, and friends to wear during your daily exercise, advice for fitness will be provided on different platforms for you, to keep a healthy lifestyle purchase from us and use our training programmes.

Product – There will also be an online training programme available for customers to use whilst they are not able to attend the gym. A professional trainer will provide information about health and fitness. Since there’s a website where customers can buy different sportswear there will be a discount if customers download the app and buy the 5-month training programme they will be given a free gym set alongside it. A fitness website will also be created. The discounts will be offered to customers on certain days, not only this way customers will buy a variety of sportswear offered by the business but will also make them return again, they will also start using the website and apps which will increase the brands recognition.

Price – The price will depend on the age group and what type of information you are trying to access, the training programme for the adults will cost £25 a month whereas teenagers will be £20 a month, a full 5-month package will cost £115 for both teenagers and adults. Professional trainers on Instagram and Facebook will give fitness advice that will cost £15 per session. If customers join sessions for 2 months they will be given a discount on the third month. The fitness app will be free to download but to access the training videos will have to pay monthly.

Place – The discount will be shown on the TV and YouTube advertisements and also the day when the business will be giving offers, they will be available on the website for the customers. Furthermore, every session customer join they will be able to leave their reviews on the website about their experience, this will help the business know how they can improve and what customers prefer the most. Also, customers are able to leave their reviews about the sportswear they purchase on the website.

Promotion – Will use social media to promote, 80 % of teenagers use Instagram, Facebook and tiktok this is a good thing as it will reach many teenagers. YouTube is also going to be used to promote the products as many people watch YouTube daily so it will reach many people. Also, advertisements will be used, tv advertisements will help reach larger audiences. Billboard is another great way of promoting a business, they are an effective way to reach thousands of people, not only will they be seen by locals but people from other towns.

Process – Since the products are available online, there will be a delivery service, customers don’t have to come to the store to purchase the products, they can easily make purchases from home. The website will contain information about the professional trainers such as the phone numbers, customers can easily give a call. The payment can be made all together or monthly because some customers might have difficulties making a payment all at once. For those who are paying monthly, the are able to choose which date they want to make the payment, so it will be automatically taken to save time for customers.

In this example, the learner was awarded 18 marks, near the top of mark band 4. This was because all 7 P’s of their marketing mix were covered in detail with clear links between the marketing mix and the objectives of the business.

PRODUCT:

I will have a unique selling point which will be introducing a new product, the new product that I will make is a sports bra/west which will be posture corrector too but with that there will be heating pad in the posture corrector, which help people get relief from back pains, this will specially introduced to our target market because they are usually sitting in office. In universities, working on computer and because of covid-19 pandemic people have been working online while sitting which has caused them a lot of back pain with wrong posture. This will meet our objective as I have not seen anything like this and it will be new in the market by doing good branding it will have attention. At the moment decreal gear is in the middle of maturity and decline in product lifecycle as it has not been growing from past 3 years so this will be an extension of the brand which will help us earn brand awareness. We will be make the packaging environmental friendly too as people want to see more sustainable products. Our quality will be god as 81 out of 100 people like to have good quality of their product and the west will be fashionable too you can wear it anywhere you want to.

PRICE:

I will be looking at other brands pricing as how and what kind of prices they have in their business but with that I will make it a premium product by having good marketing an make it a luxury. Not only these two pricing will be used but psychological pricing will be used too this will be suitable for my target market because university students are always looking to have cheaper product but of a great quality if I'm selling my this new product for £99 and not £100 they will then think it is cheaper.

PLACE:

I will be using luxury gyms to sell our products as it is a premium brand this will help people have more interest in gyms and people who are already going into those gyms will buy these over there. Online app will be one too because as covid-19 pandemic has arrived everyone is trying to do shopping online rather than going to the malls and stores to buy product this is suitable for my target market as they have a hectic schedule so they might not find time to do shopping. With these 2 places of selling our product, I would like o have bricks and motor way too as that is needed because what if some people can't do thing online or don't know how to deal with things online as our target markjet is 30's people too so they would like to walk in to the store and get things sorted out.

PROMOTION:

firstly I will be following AIDA model which is basically first creating awareness which will be done through social media influencers/athletes, then creating interest in the target market my giving our media message which will be "gear up wherever you want" so people will have in interest that they can have use our products everywhere. Then as people will start to have interest that will then lead to them having desire to try this new product as it is luxury too, and then finally the last step that I will take is action which will be basically introducing the product when there is a brand awareness the unique product that I have been talking about will be in the market then, for this AIDA model I will also be talking on social media myself as no one can explain my creation better than me as I will know every little detail of the product. The promotion of this product will start before spring as people are more active in this time so that will create brand awareness for overall business but will be helpful for this specific product as people will need them in cold weather which will be autumn and winter so in spring and summer we will be doing the promotion. I will be using influencers. We will be giving discounts as from our research from city centre shows that 99 people enhances he relationship with brand so this can help us have brand awareness as we will be having good relations with our cutomers and then they will spread words.

The extended marketing mix was also referenced within the work and presented to a similar level of detail. Had the learner provided an enhanced marketing message that was referenced within all elements of the marketing mix, full marks could have been awarded.

Assessment Focus Six: Budget

This assessment focus requires learners to demonstrate a detailed understanding of the costs of all aspects of their proposed marketing activity in context.

It is becoming increasingly common for learners to gain marks in mark band three by providing a breakdown of the different costs of their campaign in detail, reflecting the cost of producing promotional material as well as the costs of distributing those materials.

Learners are often gaining higher marks by using calculations to show how they have arrived at the figures in their budget that consider all aspects of the marketing campaign and production costs, meeting the requirement of mark bands three and four for a detailed budget.

In this example, the learner was given four marks for demonstrating an understanding of different costs for individual promotional methods which have then been calculated accurately to provide an overall cost. Although they have considered some of the production costs (filming and voiceover), the work does not consider the wider design, production or staffing costs and was not sufficiently detailed to justify a higher mark

| PRODUCT | COST | TOTAL COST | JUSTIFICATION |
|---|--|---|--|
| INFLUENCERS | £110 PER POST 4 INFLUENCE POST ONCE A MONTH | 110 X 7 MONTHS = 770 770 X 4 INFLUENCERS = 3080 | Influencers gain brand awareness quicker than regular advertising |
| GOOGLE ADS | £102 PER MONTH 8 MONTHS 7 CAMPAIGN MONTHS 1 PRE- RELEASE | £816 | Show up on more than just the target audiences feed, expand and diversify market |
| VIDEO PRODUCTION WITH CELEBRITY VOICEOVER | VIDEO= £10,000 VOICEOVER= £500 FILMING= £2000 | £12,500 | Celebrity gains brand awareness while also promoting product |
| UK EXPO STAND | SMALL STAND = £3000 | £3000 | Connect to thousands of buyers, influencers and trades |
| STANDARD BILLBOARD IN CENTRAL LONDON | STANDARD= £600 FOR 2 WEEKS | £600 | Appeals to many UK citizens but also tourists. |
| OVERALL COST | | £19,996 | |

In this example, the learner was given 7 marks, bottom of mark band 4 for producing a budget that included some detail and considered the wider costs of the campaign with reference to design costs, printing, distribution and production costs for video media.

Budget

The budget for the business Decreal gear is £20,000

Advertising is the most important thing when it comes to business without advertising your business won't have anyone noticing it with the power of advertising your business will gain recognition and more potential customers.

Leaflets – leaflets are a great way of advertising and gaining attention to what you're doing.

- To print 4500 leaflets, it will cost £300
- Hiring the designer will be £100
- Making sure that the leaflets are getting around through people's letterbox's will be £100
- The cost for leaflets is £500

Social media – This advertising strategy is one of the most effective.

- Adverts will cost £2000 to be continuously shown throughout Facebook Instagram and twitter.
- Getting Influencers to share your product on their page typically varies from person to person but if you hire a well-known person from the UK such as KSI he would typically charge around £500 for a promotional shout out.
- Google ads this is a great platform as google uses cookies and can target people who will buy the product or potential interested customers. To get your business on google ads it will cost around £100 to £150 but average pricing would be around £135 for one month and 2 months is £270.
- Cost for social media advertising is £2,770

Billboards - A good way to get people to notice your event as people pass by many in one day.

- To have billboard promoting your business on a busy motorway will cost £600 for 3 weeks and having one in the town center will cost another £500 for 2 weeks leaving it at £1100
- Bus stop shelter advertisement will cost £300 for 2 weeks
- The cost of billboards is £1,400

TV adverts – Gain a lot of views

- To have a 30 second advertisement on television it will cost £3500
- The video production will be £4000
- Voice over will be £500
- The motion graphics will cost £2500
- The filming would be £800
- Cost of TV ads £11,300

The company is now left with £4,030 from its original £20,000 which means a total of £15,970 has been spent from the budget. The remaining £4,030 can be used to improve the business overall such as improve the websites and fix any damages that may appear in the shops.

Had the learner provided consideration of all production costs for all aspects of the campaign (billboards and social media) the work would have been awarded full marks.

Assessment Focus Seven: Timescale

For this assessment focus, learners are required to produce a timescale that is realistic in the context of their marketing plan, and one which should consider all promotional activities.

Many learners are continuing to present a simple GANTT chart style table where they shade in boxes with no apparent link to their marketing campaign. However, in this series learners are starting to provide justification for their table with clear reasoning behind the start and end dates of different promotional activities which allows them to access higher marks. The best pieces of work, that achieve 4 marks, mark band 4, are producing a timescale that includes start and end dates for all the promotional activities detailed within the campaign plan along with durations and justification for their choices.

There continues to be learners who simply provide the total duration of the campaign without any further detail which limits them to 1 mark.

In this example, the learner has been given 2 marks, mark band 2 for a simplistic timescale that has little relationships and detail to their campaign.

Timescale:

The timescale that Decreal has given is 30 weeks.

Timescale using a Gantt Chart

| activities | Feb | March | April | May | June | July | August | Sep | Oct |
|----------------------------|--|-------|---------|----------|------|------|----------|-----|-----|
| Launch an instagram | Takes 10 mins – for the foreseeable | | | | | | | | |
| Facebook group | Only takes 15 mins to create- The foreseeable future | | | | | | | | |
| Launch a new range | | | | | | | 3 months | | |
| campaign | | | | 3 months | | | | | |
| Youtube promo | | | 1 month | | | | | | |

In this example, the learner has been awarded 4 marks for a detailed timescale where they have combined their media selection and budget with a clear breakdown of the timescale and justifications for the length of each activity with a clear indication of the months that the campaign will run.

Budget:

| Activity | Costs |
|---|----------------------|
| Small exhibition stand- £3,000 x 4 + costs of stock images/videos £500 x 2 Stands in: London, Liverpool, Birmingham and Farnborough, London and Manchester | £13,000 |
| Standard billboard for 10 weeks £600 x 5 | £3,000 |
| Influencers posts £110 x 30 | £3,300 |
| Google ads for 2 months £102 x 2 | £204 |
| Tik tok videos at least 1 post a day | £0 |
| YouTube ad for 50 days £6 x 50 | £300 |
| Budget - £20,000 | Total -£19804 |

The remaining budget should be spent on contingency for the company to have some money security.

Timescale:

- The small exhibition around England should be held during the whole 30-week campaign as this would allow the maximum brand awareness. These exhibitions therefore should be planned in the month May till August then to be set up in September for them to be ready for exhibition in October till the end of the campaign which will end in April the following year.
- The billboards should be designed/created between August and October to be then placed on standard billboards from January to the mid-way through to March. Allowing constant advertisement throughout the campaign progressing.
- Influencers should post about the product each week of the campaign. There should be different influencers posting different products on the different weeks. The different influencers should have big platforms on at least one social media app for example post an Instagram post on week but a different influencer with a big tik tok follow post about another product in the next week.
- Google ads should run for two months in February and March and those should be designed and reviewed with feedback form May to July.
- Tik tok posts should start from September carrying on after the campaign presenting the different products and reposting influencers product review posts and posting videos answering customer's questions.
- YouTube ads should run for the first 10 days of October then the next first 10 days of December then again in March through to April to allow maximized advertisements for a wider customer base as different people will be on YouTube at different times by scheduling it like this there's a bigger chance to reach a wider audience. These YouTube ads should be created between July and August.

Months the campaign will be running in

January, February, March, April, October, November and December

Assessment Focus Eight: Presentation

For this assessment focus, learners needed to produce a piece of work that has:

- A professional format
- No major errors in communication
- Use of appropriate marketing terminology

This assessment focus relates to work produced in activity two.

The presentation of the marketing plan continues to become stronger as learners are becoming more adept at presenting documents in a professional format with appropriate terminology and structuring. The majority of learners were able to gain mark band three or four for this assessment focus. Most work is well structured and makes good use of marketing terminology throughout activity two. Learners can use the language from the specification accurately and use several different methods to give their work structure such as subheadings and bullet points.

Where learners lose marks, it tends to be through inaccurate use of technical marketing terminology or where learners have misinterpreted the marketing mix or requirements of activity two and have presented work in note format. Most learners can use the headings from the Part B brief to give their work structure, creating separate sections for the marketing mix, budget and timescale.

Summary

Based on the performance of learners during this series, centres should consider the following when preparing future exam series:

- Learners should be given the opportunity to practice writing SMART aims and objectives linked to a given business context or scenario with careful consideration of how data can be used to justify the aims and objectives set. This might help learners access higher marks in this area.
- Give learners opportunities to develop their analytical skills, encouraging them to work with seen and unseen case studies and research packs to support the analysis of a range of different types of marketing data.
- Model good approaches to the production of SWOT and PESTLE analysis, such as those exemplified in this report, so that learners are better able to use the data from these analytical tools to make judgements.
- Ensure that sufficient focus is given to the marketing mix so that learners can understand the theory underpinning each of the 7 P's and how these link to different contexts. For example, Place is about distribution channels, not the actual location of the business, although this can be linked, People is not about the target market or the customer, but the staff that work for the business.
- When exploring promotional methods, learners should be given sufficient time to consider the benefits and drawbacks of different methods so that they can practice justifying choices that are relevant to given contexts and scenarios.
- Learners should be reminded that the budget should reflect their choices of promotional methods and refer to the wider costs of each method selected. For example, the cost of a social media video is much wider than the cost of posting the video.
- The timescale must relate to the marketing mix proposed in the work, and detail should be provided to support the reasoning behind scheduling particular promotional methods at different stages. Simply colouring in boxes in a table as a GANTT chart is likely to be mark band 2.



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

Pearson Education Limited. Registered company number 872828
with its registered office at 80 Strand, London, WC2R 0RL, United Kingdom

