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**Recipe**

For this meal, you will need to link each heading in section A, to the corresponding description in section B, finishing with the correct outcome in section C.

**Section C – Outcome**

Consumers consciously or subconsciously seek out the brand when making a purchase.

This can gain new customers as well as increase sales to brand loyal customers.

This increase purchasing power and brand name.

The money saved can be reinvested in other marketing activities.

If successful this can stimulate sales in a flat market.

By selling the customer a product that meets their needs, you are more likely to achieve positive word of mouth advertising and improve customer retention.

**Section B – descriptions**

A marketer must identify what it is that the customer needs and ensure that what they want for fills that need. For example if a customer comes to buy an iPad, when actually a laptop would suit them better as they want to watch DVDs on the device.

When Walkers crisps identified that their customers wanted new flavours they ran a competition for their customers to submit ideas, called 'Do us a flavour' which was eventually won by Martyn Wright who came up with Cajun squirrel flavour.

Greg’s bakers manufactures all dough at a central location and then distribute to local stores to benefit from the economies of scale, central purchasing creates.

This can be measured through either volume of goods sold or the value of goods sold. Tesco is can currently claim to be the UK biggest supermarket on both these measures.

This is where a business markets new products which differ from its usual offering, for example when computer manufacturer Apple launched the iPod.

Perhaps due to loyalty or confidence this can lead to increased sales. For example, Hoover has been such a successful player in the vacuum cleaner industry that the brand name is frequently used to describe any vacuum cleaner.

**Section A – Headings**

Increased brand awareness and loyalty

Increasing market share

Diversification

Understanding customers wants and needs

Improving profitability by reducing costs

Developing new products