Task One

Apple use:

* Product development (new products, existing markets)
* Market development (same products, new markets)
* Market penetration (rarely – same products, same customers, only really on iTunes/accessories)
* Relationship marketing through the use of the Genius Bar, Apple Care, general customer service
* Logo: on all packaging, adverts, carrier bags, stores, etc.
* Survival techniques: have not needed any but could use delayering, store closures and online only operations if needed

Tesco use:

* Product development (new ranges of Tesco Basic)
* Market development (trying to enter China again – find your own examples)
* Market penetrations (through sales, buy one & get one free, offers, discounts etc.)
* Diversification (new products, new market e.g. healthcare, mobile phones, furniture etc.)
* Relationship marketing through the Club Card, general customer service
* Slogan: every little helps
* Logo: on all packaging, adverts, carrier bags etc.
* Use of sponsorship to build customers
* Survival techniques: store closures in USA and China. They have also conducted redundancies but you need to find evidence of this. What else could they use out of delayering and greater focus on their online operations

Task Two

|  |  |
| --- | --- |
| **Similarities** | **Differences** |
| Product development | Market penetration (Tesco not Apple) |
| Market development | Diversification (Tesco not Apple) |
| Logo | Slogan (Tesco not Apple) |
| Use of general customer service | Sponsorship (Tesco not Apple) |
| Delayering – could both use if needed | Store closures (Tesco not Apple) |
|  | Redundancies (Tesco not Apple) |
|  | Genius Bar (Apple not Tesco) |
|  | Club Card (Tesco not Apple) |

Explain all of these in detail and HOW they are different with the use of examples to support your arguments.

Task Three

**Apple mission statement on their website:**

"Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings."

“Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App Store, and has recently introduced iPad 2 which is defining the future of mobile media and computing devices."

**Tesco mission statement on their website:**

Tesco is one of Britain's leading food retailers, with 519 stores throughout England, Scotland and Wales. There are also 105 stores in France operated by Catteau, and 44 in Hungary operated by Global. Tesco is committed to:

* offering customers the best value for money and the most competitive prices
* meeting the needs of customers by constantly seeking, and acting on, their opinions regarding innovation, product quality, choice, store facilities and service
* providing shareholders with progressive returns on their investment improving profitability through investment in efficient stores and distribution depots, in productivity improvements and in new technology
* developing the talents of its people through sound management and training practices, while rewarding them fairly with equal opportunities for all
* working closely with suppliers to build long term business relationships based on strict quality and price criteria
* participating in the formulation of national food industry policies on key issues such as health, nutrition, hygiene, safety and animal welfare
* supporting the well-being of the community and the protection of the environment

Our Vision sets out what we want to be:

In any business, clear direction is vital. Our Vision guides the direction and the decisions we take as an organisation. Tesco is a company built around customers and colleagues, high-quality assets around the world and multiple opportunities for growth – and these characteristics are central to our Vision for the business.

We want Tesco to be the most highly valued business by: the customers we serve, the communities in which we operate, our loyal and committed colleagues and of course, our shareholders. For these things to be possible, our Vision for the business has five elements – each of them describes the sort of company Tesco aspires to be.

Websites:

<http://www.tescoplc.com/index.asp?pageid=12>

<http://www.tesco.com/investorInformation/report95/corpobj.html>

<http://retailindustry.about.com/od/retailbestpractices/ig/Company-Mission-Statements/Apple-Inc--Mission-Statement.htm>

**What you need to do**

1. Explain, in your own words, what the company objectives/missions are (must have more than one)
2. Explain how each of the different marketing techniques helps to meet the different objectives/missions.

Task Four

|  |  |
| --- | --- |
| **Act** | **What it states** |
| Sales of Goods Act | All goods must be:   * Fit for purpose * Sold as described * Of satisfactory quality   <http://www.which.co.uk/consumer-rights/regulation/sale-of-goods-act>  <http://www.legislation.gov.uk/ukpga/1979/54> |
| Consumer Credit Act | Act states that:   * Must not advertise credit limits unfairly/leading * Must provide appropriate notice of when payments are due * Borrowers are allowed to challenge unfair debtor-creditor relationship in court * Key information must be clear and available     <http://www.which.co.uk/consumer-rights/regulation/consumer-credit-act> |
| Data Protection Act | This Act states that:   * Data must not be held for longer than necessary * Must be safe and secure at all times * Must not be sold on to third parties unless agreement has been made |
| Consumer Protection Act | Act states that:   * Goods must be sold fairly and prices not misconstrued (e.g. saying they are on sale and not being on sale) * Prices cannot be misleading (e.g. cannot have a closing down store if the shop is not closing down) * Goods must be safe to use   <https://www.gov.uk/consumer-protection-rights> |