Unit 3 – Assignment One

**Task One**

Introduction… explain what you are doing in this task (it only needs to be one or two sentences).

You have to select two organisations of your choice and describe the marketing techniques each firm utilises to market two products within these firms. The evidence you produce must be in the format of a **written report** with clear subheadings. Within your report you must include the relevant information from the following (use the layout below):

* Ansoff’s Matrix (product development, market development, market penetration and diversification) – you must explain how the organisation uses these various strategies to grow and become more successful

Can you think of where apple and tesco use the Ansoff’s matric? How have they used this within their business?

* Survival strategies (delayering, redundancies, online focus etc.)

What has recently happened to Tesco? What measure have they taken to cope with this? Have apple faced any similar issues? If not, what could they do in future if needed?

* Branding techniques (packaging, use of logos, slogans, straplines etc.)

How do they advertise? How do you recognise the company? Why do they do this?

* Relationship marketing (e.g. loyalty cards, rewards, incentives, unique customer service etc.)

What do each of the businesses do to build relationships? Why do they do this?

**Ansoff’s Matrix**

What is Ansoffs Matrix?

How is it used by businesses?

Include a diagram of the matrix.

Explain what market penetration is

Explain what market development is

Explain what product development is

Explain what diversification is

Tesco

Explain how Tesco use:

* market penetration
* product development
* market development
* diversification

For all four, find actual examples and include screenshots of various webpages to support your work.

Apple

Explain how Apple use:

* product development
* market development
* explain how they don’t use diversification or market penetration (try to explain why they don’t use these strategies)
* give examples and take screenshots

**Survival strategies**

Explain the different survival strategies a business in general can use and explain HOW they will help a business to survive in difficult market conditions:

* delayering
* closing stores
* focusing more online
* redundancies

Tesco

Which of these strategies have Tesco used both in the UK and overseas?

Find examples online to support your explanations

Take screenshots and include relevant web links to support your work

In the future, if Tesco needed, what other strategies could they use? How will this help them?

In the future, what strategies could Tesco continue to use? How will this help them to survive?

Apple

Apple HAVE, in the UK, used one of these techniques. Explain what they have done and why.

Give evidence in the form of a web link or screenshot

In the future, if the market conditions affected Apple, what strategies could they use? How will this help them to survive?

**Branding techniques**

Explain the different branding techniques. For each of them explain HOW they can increase brand loyalty and awareness and HOW this can help a business:

* the use of a logo
* slogan/strapline
* advertising
* packaging (including carrier bags)

Tesco

Which of these techniques does Tesco use?

Describe their brand logo – how does this help them?

Why do they use a strapline/slogan? What is it? Do you think this helps?

What about their adverts? – describe them. How do these help to build a good brand reputation?

What about their packaging?

Apple

Which of these techniques does Apple use?

Describe their brand logo – how does this help them?

Why do they not use a strapline/slogan?

What about their packaging?

What about their adverts? – describe them. How do these help to build a good brand reputation?

**Relationship marketing techniques**

Explain how businesses use different techniques to build good relationships with customers. You must explain each of the below generally before linking to Tesco and Apple:

* loyalty cards
* customer service
* rewards/incentives
* after sales care
* good product knowledge from employees

why is it important for businesses to build relationships with their customers?

Tesco

What strategies does Tesco use?

Give examples and take screenshots

Why does Tesco use these techniques?

Apple

What strategies does Apple use?

Give examples and take screenshots

Why does Apple use these techniques?

**Task Two**

Introduction

|  |  |
| --- | --- |
| Similarities | differences |
|  |  |
|  |  |
|  |  |
|  |  |

**Similarities**

Growth strategies: Tesco and Apple share some of the growth strategies (market development and product development)

Explain how they both use this technique

Branding: what do both businesses do to develop their brand image (e.g. use of logo)

Relationship marketing: what similarities do the two businesses have with relationship marketing – how do they both try to build up relationships with their customers? Explain some of the methods they both use

**Differences**

Growth strategies: Tesco and Apple have different growth strategies (market penetration and diversification)

Explain these differences

Branding: how do the businesses differ when it comes to developing their brand image? E.g. use of slogan/sponsorship etc.

Relationship marketing: what differences do the two businesses have with relationship marketing – how e.g. ClubCard and the Apple customer service and Genius Bar. Explain these differences.

Survival techniques

Explain the similarities and differences between the techniques they have used and then the possible techniques they could use in the future if they needed with explanations.

**Task Three**

**Title**

In this task I will………..

Explain the marketing objectives of the business you have chosen (it must be one of the businesses you looked at in P1)

*By marketing objectives we mean things like – increase customer awareness, increasing market share, increasing brand loyalty etc.*

What marketing techniques does your business use? (just briefly explain them from P1 – a couple of lines each)

The first marketing technique has been successful and has helped ……………………….. business to meet its aims and objectives because………………..

The second marketing technique has been successful because…………………………………………. This has helped to meet the aims and objectives of the business because…………………

The third marketing technique has been successful because…………………………………………. This has helped to meet the aims and objectives of the business because…………………

*You need to be specific about HOW the technique has helped the business to achieve the objectives. For example, you can talk about how Apple Genius Bar (relationship marketing) has helped Apple to achieve xxxxx number of sales within a year etc. try to find actual facts on customer numbers, market share etc.*

One potential drawback of ……………………………………………….. is …………………………….. This might impact ……………….. (name of business) ability to meet their aims and objectives because……………………………

Overall, the first technique is/is not effective in helping………………. (insert name of business) meeting their objectives because…………………………………..

The second technique is/is not effective in helping………………. (insert name of business) meeting their objectives because…………………………………..

The third technique is/is not effective in helping………………. (insert name of business) meeting their objectives because…………………………………..

Without these techniques the business would/would not be successful because……………………….

**Task Four**

Introduction (in this task)

You must explain how different laws and legislations can affect your business.

**Sales of Goods Act (1979)**

This Act says………………………….

This impacts a business because…………………………..

Find examples of where the Sales of Goods Act has been broken and include them here

<http://www.telegraph.co.uk/finance/newsbysector/retailandconsumer/8281828/Currys-and-Comet-staff-misleading-customers-watchdog-finds.html>

<http://www.bbc.co.uk/programmes/articles/2MwpmPg6VmZxymT7J0qbgt/my-consumer-victory-sale-of-goods-act-1979>

<http://www.thisismoney.co.uk/money/bills/article-1690541/Currys-fixed-broken-TV-after-26-months.html>

<http://en.wikipedia.org/wiki/Sale_of_Goods_Act_1979>

<http://www.legislation.gov.uk/ukpga/1979/54>

The Consumer Protection from Unfair Trading Regulations (2008)

This Act says………………………….

This impacts a business because…………………………..

Find examples and include them here

<http://www.telegraph.co.uk/finance/newsbysector/epic/btdota/7286340/BT-could-have-broken-law-over-contract-cancellations.html>

<http://news.bbc.co.uk/1/hi/business/6227748.stm>

<http://en.wikipedia.org/wiki/Consumer_Protection_Act_1987>

<https://www.gov.uk/consumer-protection-rights>

Consumer Credit Acts (1974 & 2006)

This Act says………………………….

This impacts a business because…………………………..

Find examples and include them here

<http://www.dailymail.co.uk/news/article-199101/M-S-rapped-illegal-credit-card.html>

<http://en.wikipedia.org/wiki/Consumer_Credit_Act_1974>

Data Protection Act (1998)

This Act says………………………….

This impacts a business because…………………………..

Find examples and include them here

<http://www.thedrum.com/news/2013/01/24/sony-fined-250k-over-serious-data-protection-act-breach>

<http://www.out-law.com/page-8808>

<http://www.bbc.co.uk/news/uk-wales-23581684>

<http://www.bbc.co.uk/news/uk-wales-21451611>

<http://en.wikipedia.org/wiki/Data_Protection_Act_1998>

Voluntary constraints/limitations

* Code of Advertising
* Advertising Standards Authority