

Year 12 into Y13 Summer Project 2018

- The aim of this mini project is you to think about how products are marketed and to create your own marketing mix. If you are not sure – look up the definition of what marketing is on Google.
- You have a choice of which project you attempt - either Project 1 OR Project 2

PROJECT 1

- Think about your favourite shop, it could be a food shop, a clothes shop etc. Now think of your favourite product in that shop. How did you know that product existed? Is it marketing?
- Research how that product was marketed – i.e. were there any offers? Was there a big advertising campaign - posters, billboards, TV adverts?
- Now think of another product or shop that you love – complete research on that product. You are looking for the 4P's – price, product, promotion and place. I would like you to create your own marketing mix for that product/shop.
- Once you have completed the research you must create a Powerpoint which includes the following:
 - Slide 1 – Add an appropriate title and your name
 - Slide 2 – Introduction – what will be in your presentation
 - Slide 3 – Inform people about the research you carried out on your favourite shop/product. You could show images demonstrating the advertising campaign – just remember to annotate the images.
 - Slide 4 – Write about the packaging – describe each of the packaging, i.e. colours, shapes, type of wrapper i.e. plastic, paper, etc
 - Slide 5-10 – You are now to introduce the product/shop you are marketing. Explain what the product is. You are to then detail on the following slides what you marketing mix would look like – i.e. the 4P's
 - Slide 11 – finish this with a brief summary

PRODUCT

What does the customer want from the product?
What features does it have to meet these needs?
How and where will the customer use it?
What does it look like?
What size(s), colours(s) should it be?
What is it to be called?
How is it branded?
How is it differentiated?

PLACE

Where do buyers look for your product or service?
If they look in a store, what kind?
How can you access the right distribution channels?
Do you need to use a sales force?
What do your competitors do, and how can you learn from that and/or differentiate?

TARGET MARKET

PRICE

What is the value of the product or service to the buyer?
Are there established price points for the product or services in this area?
Is the customer price sensitive?
What discounts should be offered to trade customers?
How will your price compare with your competition?

PROMOTION

Where and when can you get across your marketing messages to your target market?
Will you reach you audience by advertising in the press, or on TV, or radio or on billboards?
When is the best time to promote?
How do your competitors do their promotion? And how does that influence your choice of promotional activity?

PROJECT 2

- Your task is to design a new product for Red Bull.
- You must include the following:
 - Price
 - Product
 - Place
 - Promotion



You **MUST** complete all of the following sections below for your product design.

PRODUCT

Describe the special features your product has.

- 1.
- 2.
- 3.

Analyse the differences between your product and the others on the market.

Product Name:

PRICE

How much are you charging for your product?

£

Explain the reasons for charging this price? (Think about your target audience)

How much are your competitors charging for a similar product?

£

Discuss the impact this has had on your decision.

PROMOTION

Describe how you are going to promote your product.

E.g TV

- -
- -
- -
- -

Justify the method(s) of promotion you have chosen

Are you going to use any special offers to introduce your product into the market? E.g. 2 for 1. Justify your decision

PLACE

Explain how you are going to distribute your products to your customers?

Identify the places you would like to sell your product. Justify your decision. (Consider your target market)

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USEFUL WEBSITES

- www.s-cool.co.uk
- www.bbc.co.uk/education
- www.tuc.org.uk
- www.businessdictionary.com
- www.businesscasestudies.co.uk
- www.tutor2u.net
- All business studies students should actively access reputable sources for current news
- www.bbc.co.uk/businessnews
- www.cityam.co.uk