

Centre:

Assignment Title: Marketing in the Fast Food Industry

Programme Title: BTEC Level 3 Subsidiary Diploma in Business

Assessor:

Assessment criteria: P1,P2,P3,P4,P5,P6,M1,M2,M3,D1,D2

Unit 3: Introduction to Marketing

Assignment Brief



Issue Date:

Final Submission:

Introduction

Marketing can be defined as the process responsible for identifying, anticipating and satisfying customer requirements profitably.

The core focus of marketing should be the customer and that is why it is often a major consideration for all organisations.

This unit will introduce you to some of the marketing techniques used by businesses to help them meet their customer's expectations. It will also lead you to investigate how external influences can affect the success of particular marketing strategies and campaigns.

In order to make accurate marketing decisions (such as on product development, promotional campaigns, pricing strategies or how to distribute the product), businesses will often undertake market research. You will explore how this research process operates within selected organisations so that you too will be able to put it into practice in the future.

On completion of this unit, you should:

1. Know the role of marketing in organisations.
2. Be able to use marketing research and marketing planning.
3. Understand how and why customer groups are targeted.
4. Be able to develop a coherent marketing mix.

In order to pass this unit, the evidence that you present for assessment needs to demonstrate that you can meet all of the learning outcomes for the unit. Use the grid below to tick off when you have completed each task. Remember you need to complete all of the 'P' criteria before you can pass the unit.

Assessment and grading criteria				
P1 Describe how marketing techniques are used to market products in two organisations.		M1 Compare marketing techniques used in marketing products in two organisations.		D1 Evaluate the effectiveness of the use of techniques in marketing products in one organisation.
P2 Describe the limitations and constraints of marketing.				
P3 Describe how a selected organisation uses marketing research to contribute to the development of its marketing plans.		M2 Explain the limitations of marketing research used to contribute to the development of a selected organisation's marketing plans.		D2 Make justified recommendations for improving the validity of the marketing research used to contribute to the development of a selected organisation's marketing plans.
P4 Use marketing research for marketing planning.				
P5 Explain how and why groups of customers are targeted for selected products.				
P6 Develop a coherent marketing mix for a new product or service.		M3 Develop a coherent marketing mix that is targeted at a defined group of potential customers.		

Scenario

You are working as a business advisor within your local area. One of your main objectives in doing this is to prepare training materials aimed at developing the marketing skills amongst those in the catering trade.

The catering trade can operate in all three sectors of the economy — private, public and voluntary, although for this task you have been asked to prepare an explanation of marketing concepts and practices using examples from the fast food industry.



Your manager has asked you to conduct research into the different types of marketing methods used by Burger King and YO! Sushi in order to advise potential new businesses in your region of what kinds of strategies they may use.

Presentation

You should present your findings in the form of a business report.

In doing this, consider the following points:

- Cover page
- Contents page
- Header / footer
- Numbered headings / sub-headings
- Labelled diagrams
- Referencing
- Bibliography
- Appendix
- Line spacing (1.5)
- Justification (of text)
- Font size (12)



Task 1

This task addresses P1, M1 and D1

Describe how the following marketing techniques are used by Burger King and YO! Sushi to increase the demand for their products (you should choose at least one product for each business).



- **Growth strategies such as Ansoff's Matrix**

Ansoff's matrix covers four main types of strategies (diversification, product development, market penetration and market development). Try to define the individual strategies and relate them to the actions of the two organisations.

- **Brand building and positioning**

Look to provide an overview of the importance of branding to an organisation and the key terms within this topic (buyer behaviour, brand building, brand positioning, and brand extension). Again, link the theory to the two selected businesses and how important it is to them. For example, the branding of Burger King, whose slogan is *'Have it your way'*.

- **Relationship marketing**

Relationship marketing is all about how organisations keep hold of their existing customers to ensure repeat business. Look to extend this definition and explain how it is different to transactional marketing in relation to the two selected businesses. For example, Tesco has a loyalty card, which rewards customers who keep returning to them.

- **Comparing marketing techniques**

You now need to demonstrate higher level skills through comparing or finding the similarities and differences between the use of marketing techniques used in marketing products or services in Burger King and YO! Sushi. Consider the reasons why they may do certain things differently or the same way and the potential impacts this could have on their businesses. Look to back up your conclusions with additional evidence where appropriate. This may include reinforcing your point with reference to an article, set of statistics or graphical data



- **Evaluating the effectiveness of marketing techniques**

You should now develop your analysis further into an evaluation (consider both positives, negatives and offer a justified recommendation) of the effectiveness of the use of marketing techniques in **one** of your chosen organisations. Remember, evaluation requires more than stating an opinion and should demonstrate higher-level skills such as researching and interpreting data and using logical judgements about the validity and reliability of the data used to evaluate the effectiveness of the marketing techniques. Make sure you review the guidance provided within the 'what is evaluation?' section to help you.

Additional guidance can be found in:

- [BTEC Edexcel L3 text book - pages 86 - 93](#)