

GCSE Business Studies

A291 Marketing and Enterprise



Name:

Contents

A	Market research and data collection	3
B	The marketing mix	30
C	The marketing mix: <i>Product</i>	39
D	The marketing mix: <i>Price</i>	45
E	The marketing mix: <i>Promotion</i>	56
F	The marketing mix: <i>Place</i>	72
G	Marketing in the wider environment	79
H	Enterprise and the entrepreneur	87
I	The business plan	102

Section A – Market research and data collection

A market is anywhere where buyers and sellers come together to transact with each other. There are a range of different types of market a business can operate in including a local market. This is where customers are a short distance from their suppliers. Try and match up the advantages and disadvantages of working in this type of market below:



Advantages

Disadvantages

The size of the market could be quite small and limit profitability.

Friendly relationships can be established with local customers.

The business can understand local cultural issues more.

The business may struggle to compete against larger businesses if they enter the market.

Extension: What types of business are more likely to only operate in a local market?

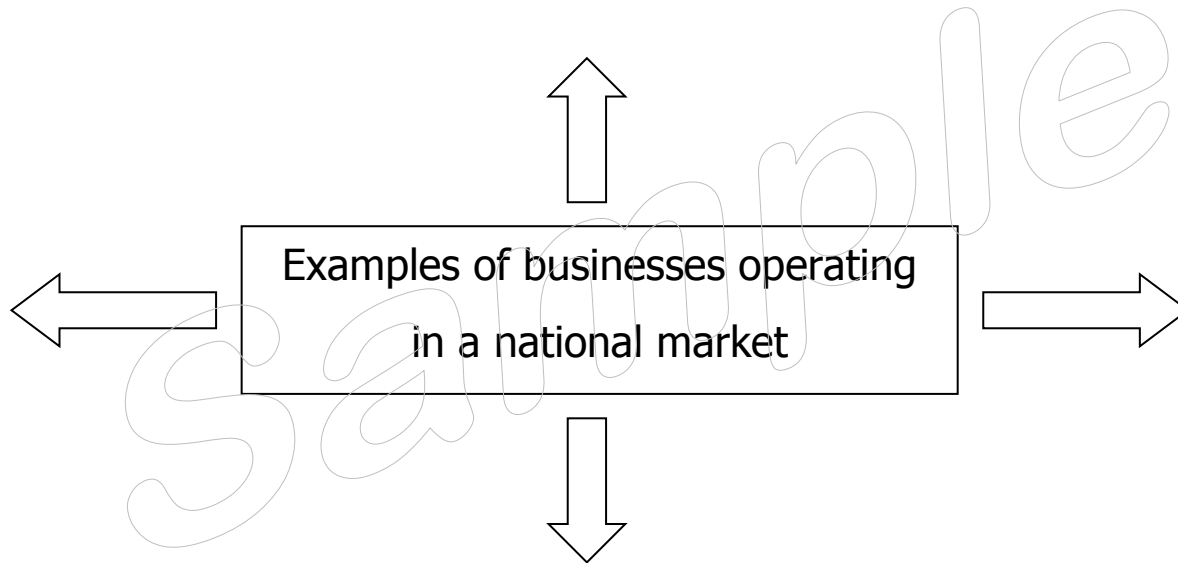
.....

.....

.....

Section A – Market research and data collection

A national market is where customers are spread throughout the country or over a large area. A business may have several (or many more) locations in the country in order to reach those customers. Try and name some examples of business that operate in this type of market.



Extension: Describe one benefit and one drawback of operating within a national market.

.....

.....

.....

Section A – Market research and data collection

An international market is where customers are spread throughout many different countries and the business will need to invest more in order to become well known around the world. Explain the benefits and drawbacks of a business operating in this type of market.



Sample



Extension: Describe some examples of businesses that operate within an international market.

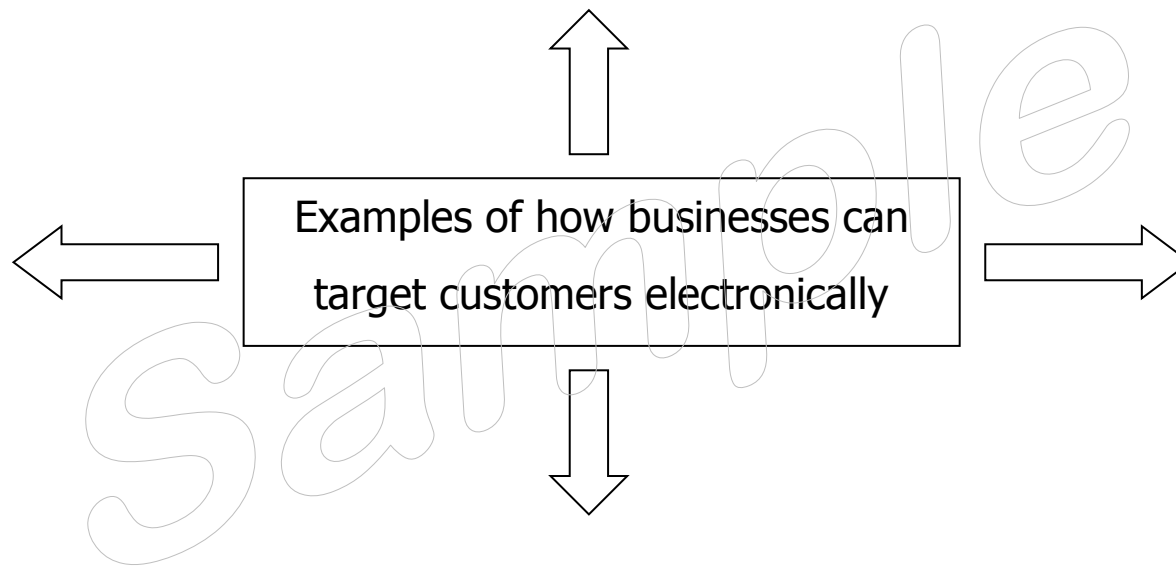
.....

.....

.....

Section A – Market research and data collection

A much larger number of markets are now electronic. Businesses find their customers using a variety of electronic media, try and name some of these methods.



Extension: Describe one benefit and one drawback of solely targeting their customers electronically.

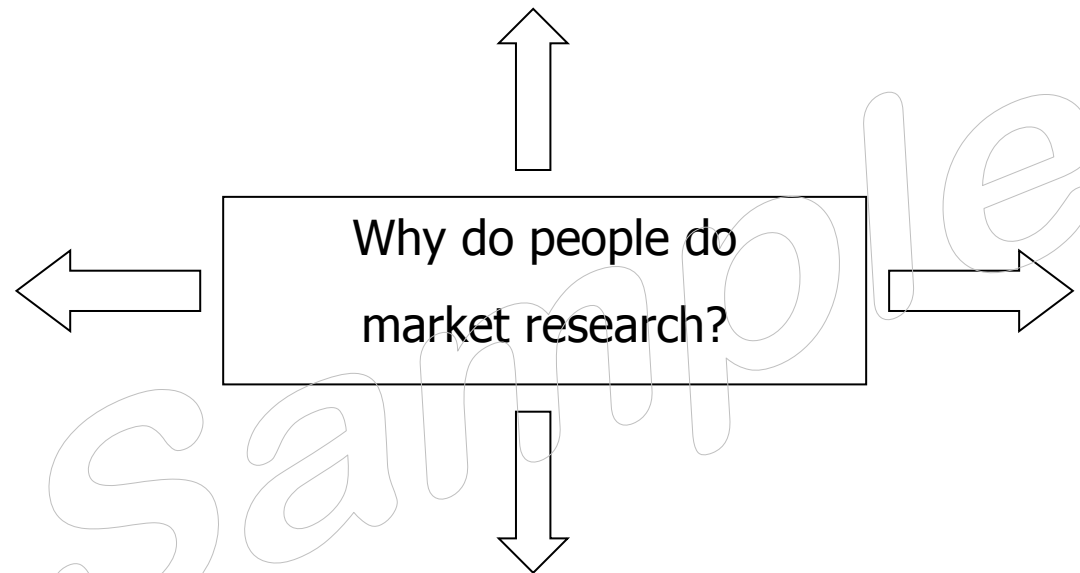
.....

.....

.....

Section A – Market research and data collection

Briefly explain what is meant by market research.



Extension: What things impact on how much market research a business actually does?

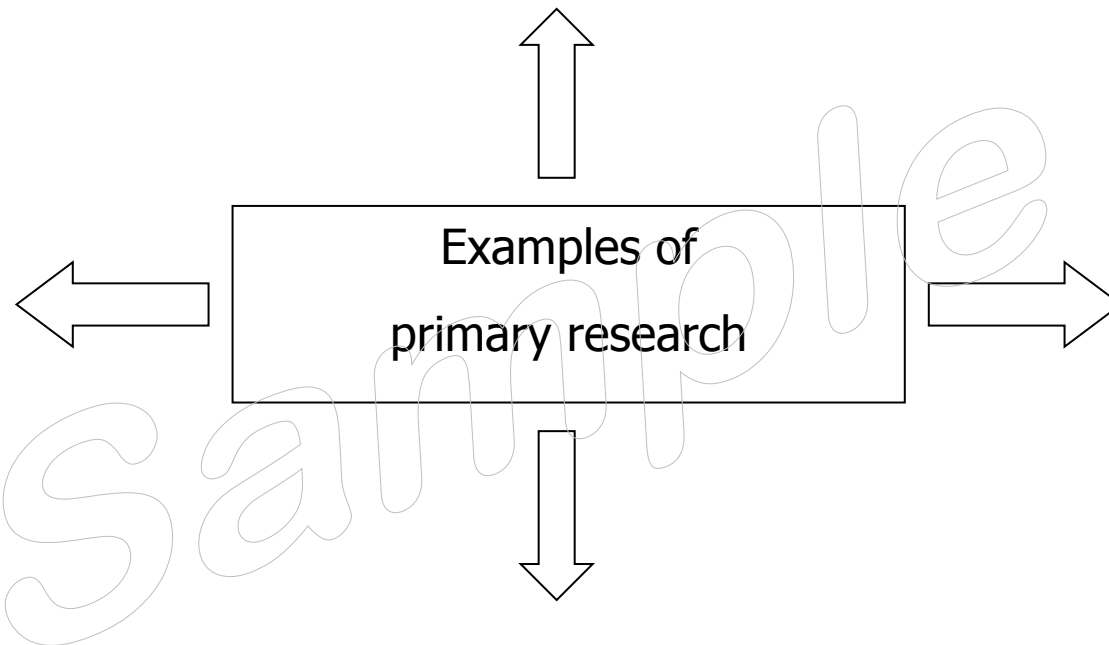
.....

.....

.....

Section A – Market research and data collection

Give a concise definition of primary research.



Extension: Recommend and justify a method of primary research Apple could use if they were designing a new product.

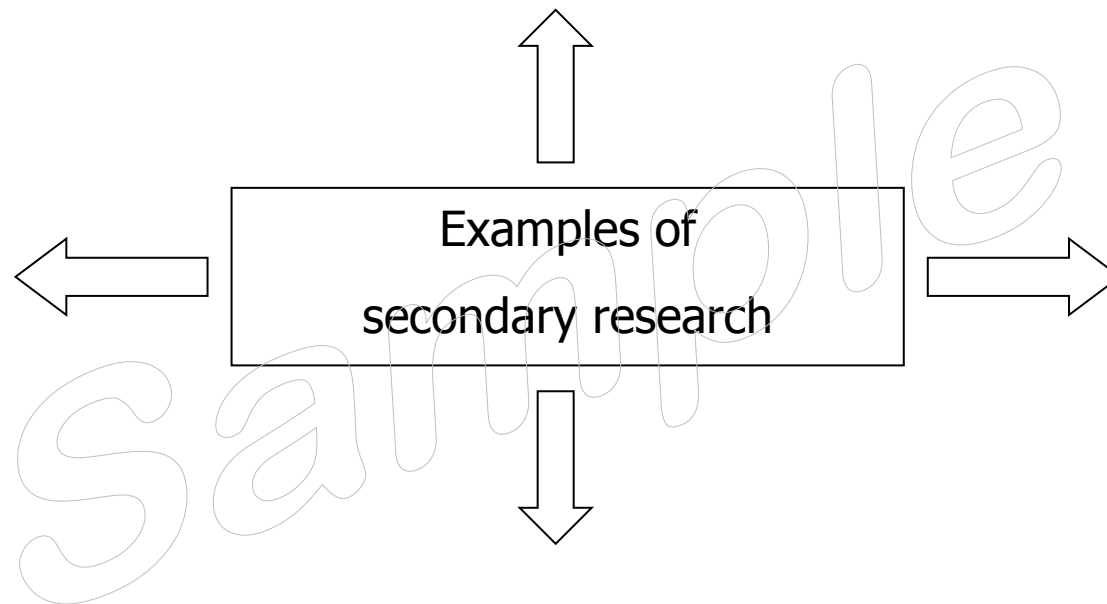
.....

.....

.....

Section A – Market research and data collection

Give a concise definition of secondary research.



Extension: Recommend and justify a method of secondary research a TV station could use if they were thinking of launching a new programme.

.....

.....

.....

Section A – Market research and data collection

Describe how a local fish and chip shop owner with a lack of spare cash could still research other types of products he could introduce into his shop that would likely to be successful and boost his overall sales.



Sample