

**Oxford Cambridge and RSA Examinations**



---

**OCR GCSE IN BUSINESS STUDIES A**

**1951**

**TEACHER SUPPORT: TEACHERS' GUIDE  
INCORPORATING COURSEWORK ADMINISTRATION PACK**

---

# CONTENTS

---

<b>1</b>	<b>INTRODUCTION</b>	<b>3</b>
<b>2</b>	<b>CHOOSING A COURSEWORK TITLE</b>	<b>4</b>
	2.1 Selecting from the Prescribed List	4
	2.2 Developing a Centre Based Title	4
	2.3 Following the Supported Coursework Title	5
<b>3</b>	<b>COURSEWORK GUIDANCE</b>	<b>6</b>
	3.1 The Role of the Teacher	6
	3.2 Guidance on the Assessment Criteria	6
<b>4</b>	<b>MARKING CRITERIA FOR INTERNALLY ASSESSED WORK</b>	<b>9</b>
<b>5</b>	<b>EXEMPLAR MATERIAL</b>	<b>11</b>
	Candidate A	11
	Candidate B	24
	Candidate C	55
<b>6</b>	<b>COURSEWORK ADMINISTRATION PACK</b>	<b>77</b>

---

# 1 INTRODUCTION

---

The purpose of this Teachers' Guide is to assist teachers and candidates in the preparation and assessment of coursework assignments for OCR GCSE Business Studies A (1951). The booklet contains guidance on choosing and marking a coursework task. It includes three pieces of marked coursework, with a commentary on each piece of work. The commentaries should be studied alongside the marking criteria.

The booklet contains a range of assignments, covering a selection of titles. Not all potential titles are covered in this booklet. Centres must choose which assignment title to use. The choices are as follows:

- A title from the prescribed list in the specification.
- A Centre devised title, agreed by OCR.
- The supported coursework title.  
(Note: for the 2002 - 2004 examinations the supported coursework title will be sponsored by Paynes Poppets.)

Further details about each of these options are given in Section 2.

Coursework must be marked against the marking criteria given in Section 4. Amplification of the marking criteria is given in Section 3. Marks should be recorded on the Coursework Cover Sheet given in Section 6.

---

## 2 CHOOSING A COURSEWORK TITLE

---

Centres must choose an assignment title from the following options.

### 2.1 SELECTING FROM THE PRESCRIBED LIST

- Evaluate the marketing strategy of a familiar product or service, making recommendations on whether the market mix should be changed in any way.
- Evaluate the recruitment methods used by different businesses, making recommendations on how they may be developed.
- With reference to the local area, would the opening of a new fast food restaurant (or other business) represent a sound business decision?
- Choose a vacant local business site. Make recommendations on how it may be developed for business purposes.

The prescribed list above has been developed to reflect specification areas which enable candidates to meet all of the assessment criteria.

Candidates may choose their own products or services in title 1, and in title 3 candidates may choose a business other than fast food.

In all cases, care should be taken when choosing a title to ensure that there is sufficient data available to give width and depth to the assignment.

### 2.2 DEVELOPING A CENTRE BASED TITLE

Centres may develop their own coursework title, which should relate to a business situation or decision. The subject matter can be taken from the core specification or the core and option.

If developing a Centre based title, teachers should bear in mind the following points:

- If the title chosen for is, for example, to investigate the pricing strategy of a sole trader, this could lead to an informative but very short piece of work. An investigation based on how the sole trader's marketing strategy as a whole may be changed would be more appropriate. If a narrow area of the specification is chosen, compensation could be made by investigating a number of different businesses. This will give the opportunity of analysing and evaluating a greater variety of data.
- A title based on why a decision has been made may be descriptive. However, a title based on a decision which has yet to be made will enable candidates to gather a variety of evidence and make appropriate recommendations.
- The title should be within the capability of the candidate, who should be able to complete the assignment within the recommended 10 hours. A suggested topic area may be too big for investigation and may need to be reduced.

- Some of the investigations may require sensitive and/or confidential information for completion (e.g. marketing strategies). Care should be taken to ensure that, wherever possible, sufficient information is available to the candidate for the successful completion of the work. A number of businesses do produce student packs which may be of some general use, though these will need to be supplemented with individual primary research.

Centres wishing to develop their own title should seek approval from OCR, by submitting a Coursework Enquiry Form, giving an outline of their proposal. The form should be sent to the Birmingham office at least four weeks before starting the work. A Coursework Enquiry Form is provided in the Coursework Administration Pack (Section 6).

### **2.3 FOLLOWING THE SUPPORTED COURSEWORK TITLE**

A specific area of investigation is supported by OCR. Centres devise and use a common questionnaire to develop a nation-wide database for analysis by individual candidates.

Centres wishing to participate in the scheme are invited to contribute to a joint questionnaire. Candidates then use the agreed questionnaire with 10 consumers. The data from each candidate is merged at the Centre and is sent to the co-ordinating school. The collected data is then finally merged and returned to each Centre. It should be noted that although the collection of the data is on a joint basis, the use and analysis of the final database must be conducted by candidates individually.

Support materials are available for the scheme, together with advice on general procedure.

The area for investigation will change approximately every three years. Previous studies have been centred on BT plc and Pizza Hut. For the examinations in 2002 - 2004, the supported scheme will be based on Paynes Poppets. Centres wishing to participate in the scheme are required to register an interest with the Birmingham Office, from where further information is available.

OCR

Mill Wharf

Mill Street

BIRMINGHAM

B6 4BU

Telephone: 0121 628 2000 (switchboard)

---

## 3 COURSEWORK GUIDANCE

---

### 3.1 THE ROLE OF THE TEACHER

Business Studies coursework should be investigative, involving the collection of primary and secondary data. The gathered data should then be analysed, and recommendations made which are supported by findings from the data.

Candidates will require guidance on assignment writing. This may be in the form of a general plan of approach, together with a time scale of when particular sections should be completed. The collection, analysis and evaluation of data can be practised on a minor scale in the usual course of classroom/home work activities. It is advisable to plan a suitable exercise prior to the start of the assignment work.

Candidates may require advice on how and where to obtain data and the amount needed. Presentation methods should be covered in class exercises, with choice of methods to use in the assignment being left to the candidate.

Teachers involved in the planning, delivery and marking of assignments should be fully aware of the rationale behind each assignment criterion. This will allow suitable guidance to be given at the planning stage, and correct standards to be applied when finally marking the work. Similarly, candidates should understand what the teacher is looking for in an assignment, in order to achieve their full potential when their work is marked.

### 3.2 GUIDANCE ON THE ASSESSMENT CRITERIA

The following guidance indicates the rationale behind each of the assessment criteria given in Section 4.

#### **Criterion 1 (4 marks)**

##### **Setting of an aim appropriate to the investigation:**

Candidates should ensure that the aims of their investigation are clearly stated at the outset of the work.

An explanation of the methodology to be used to achieve the aim should also be given, e.g. how and where data will be collected, which aspects and techniques of Business Studies work are to be used and how data will be presented.

#### **Criterion 2 (11 marks)**

##### **Collection of information:**

Sufficient information should be presented to achieve the stated aims of the assignment. Consideration should be given to both width and depth. In a marketing assignment based on the 4 Ps, it would clearly be inappropriate to cover only 3 Ps. When considering pricing, thought should be given to the number of pricing strategies that should be included in the study. This will depend on the business situation under investigation, with larger organisations often using a variety of strategies.

When conducting primary research in the form of interviews or questionnaires, candidates should collect enough information to allow reasoned analysis and recommendations to be made. The number of questionnaires to be used cannot be prescribed, though clearly a candidate should not suggest sweeping changes to a business based on the results from 10 interviews.

Candidates can gather data jointly in order to obtain a wider, and more meaningful database (as used in the supported assignment). Subsequent analysis and evaluation must be on an individual basis.

The guidance figures of 2 500 words and 10 hours for the assignment should also be an on-going consideration. Candidates should not feel under pressure to produce volumes of information in order to succeed at the higher mark levels. Concise and relevant information is required, rather than, for example, large amounts of business produced literature.

### **Criterion 3 (7 marks)**

#### **Presentation of information:**

Business Studies candidates should be able to communicate information in a variety of ways, maintaining a clear, logical approach to their work. There are a number of ways in which information can be effectively presented. Choice of methods will be influenced by the context of the investigation, and may include the following:

#### **Text:**

The obvious choice for the majority of information which is being presented.

#### **Maps:**

When investigating location in any context, maps are essential. They may show the site and the wider area surrounding the business. Annotation of maps to highlight the importance of various features would also be beneficial.

#### **Photographs:**

These can be used to present a lot of information for which text may be unsuitable, e.g. indicating competitors around a particular business, showing the layout of a business. In all cases, suitable annotation should be used to indicate which aspects of the assignment the photograph is presenting.

#### **Graphs:**

Graphs are clearly suitable for the presentation of numerical data. The style of graph used should be chosen carefully, in order to ensure data is presented clearly. Computer generated graphs are clear and precise, though hand drawn examples will certainly not be penalised, providing they display the relevant data clearly.

#### **Charts and diagrams:**

These can often show information more clearly than text. Organisation charts and flow diagrams indicating a sequence of events can be used to good effect.

#### **Business generated material:**

This should be used sparingly. Including, for example, entire sales brochures in an assignment should be avoided. Candidates should be encouraged to select carefully parts of the material which illustrate the point they wish to make.

**Criterion 4 (11 marks)****Use of business language, techniques and concepts**

Candidates should use business language throughout their assignment, displaying understanding and the ability to apply techniques and concepts in the context of the study. The language used will be governed by the assignment title. For example, marketing based work will require use of concepts such as the product life cycle, segmentation, market research techniques, promotion methods etc. In all cases, candidates should ensure that the language, techniques and concepts are applied to the business under investigation, and not simply described.

**Criterion 5 (12 marks)****Analysis and interpretation of data**

Within an assignment, candidates should fully analyse the data collected, recognising the importance of the results in the context of the study. When using graphs as part of the analysis, candidates should not simply repeat in words that which the graph has already shown. Figures, and percentages where appropriate, should be used to add clarity to the analysis. Vague statements such as ‘a lot of people said ...’ should be avoided. The results of the analysis should provide a basis for the later recommendations in the assignment.

**Criterion 6 (11 marks)****Evaluation and recommendations**

This section would normally appear at the end of an assignment, bringing together the data collected and its analysis, in an organised and justified argument.

Figures should once again be used to add clarity to the work, and to give weight to the recommendations being made. It is of little help to suggest that a business should reduce its prices without offering evidence from the data which supports such a view. Evaluation and recommendations should be balanced, taking into account the width of the information collected and not just a particular section which suits the writer.

**Quality of Written Communication (4 marks)**

Candidates should be made aware that their work will be given a mark based on the quality of their written communication. The need for checks, for example, on the clarity of expression, spelling, punctuation and grammar should be emphasised, especially where business terminology is used.



## 4 MARKING CRITERIA FOR INTERNALLY ASSESSED WORK

<b>Criterion 1</b>	<b>A clear aim appropriate to the investigation</b>	<b>Max 4</b>
	A clear aim is stated, with appropriate understanding of methodology to achieve the aim.	3-4
	An aim is stated with some appreciation of methodology.	1-2
<b>Criterion 2</b>	<b>Collection of information</b>	<b>Max 11</b>
	Detailed primary/secondary information showing clear understanding of the aims. The information is sufficient to pursue the investigation.	9-11
	Information gathered is clearly relevant to the investigation.	6-8
	Information collected has relevance to the investigation but is insufficient in some respects.	3-5
	Some primary/secondary information has been collected showing limited understanding of the aim.	1-2
<b>Criterion 3</b>	<b>Presentation of information</b>	<b>Max 7</b>
	Information is presented in an accurate, effective and logical manner in relation to its nature and the aims of the investigation.	7
	Information is presented well but in some ways it lacks accuracy, logic, effectiveness or relevance to the investigation.	5-6
	The information presented shows weaknesses in accuracy and effectiveness.	3-4
	The presentation is at times inappropriate but there is evidence of attempts to present the data.	1-2
<b>Criterion 4</b>	<b>Use of business language, techniques and concepts</b>	<b>Max 11</b>
	Clear use and application of language, techniques and concepts appropriate to the investigation.	9-11
	Some gaps in use and application of language, techniques or concepts or limited understanding in some cases within an otherwise good approach.	6-8
	Language, techniques and concepts are not always understood or applied to the investigation.	3-5
	Use and application of business language is inappropriate and/or absent.	1-2

<b>Criterion 5</b>	<b>Analysis and interpretation of information</b>	<b>Max 12</b>
	Good organisation, interpretation and analysis of them information in the light of the investigation, the information collected and subject content.	10-12
	The analysis or interpretation is good but incomplete in the light of the investigation, information collected and subject content.	7-9
	There are significant weaknesses in the analysis and interpretation but there is evidence of understanding.	4-6
	There is an attempt to organise and analyse the data.	1-3
<b>Criterion 6</b>	<b>Evaluation and recommendations</b>	<b>Max 11</b>
	The work consistently shows evidence of effective evaluation and reasoning in line with the investigation.	9-11
	Evaluation is good but incomplete or not in line with the aims of the investigation.	6-8
	The evaluation or reasoning is sufficient in some respects but incomplete or inaccurate in others.	3-5
	There is some evidence of evaluation or reasoning in the work.	1-2
<b>Quality of Written Communication</b>		<b>Max 4</b>
	Ideas are expressed clearly, fluently, legibly and in an appropriate way. There are few errors in spelling, punctuation and grammar.	3-4
	Straightforward ideas are expressed relatively clearly, legibly and appropriately. There may be some errors of spelling, punctuation and grammar, but these do not obscure the meaning of the answer.	1-2
	Candidate fails to reach the threshold standard in all respects.	0
		<b>Total 60</b>

---

## 5 EXEMPLAR MATERIAL

---

### CANDIDATE A

#### General Comments

This candidate has chosen to follow Title 3 from the prescribed list, investigating whether a rugby shop should be opened locally.

The assignment starts with a clear aim and makes some attempt at explaining how the investigation will proceed. Business terms are generally lacking with little detailed research being produced or analysed. Recommendations are very general and there is no clear link made to the material that has been analysed.

#### CRITERION 1

The candidate has made a clear statement regarding the aim of the assignment, and has given a clear outline of the methods to be used within the work. Rather more reference could have been made to the type and amount of primary research required, and the importance of analysis and evaluation.

**Marks: 2**

#### CRITERION 2

Although some information has been collected, there is insufficient material to enable the candidate to make any meaningful analysis or recommendations. The primary research in particular is lacking in any depth, with the attempted map being of limited use.

**Marks 2**

#### CRITERION 3

In this criterion a candidate should display a variety of techniques in order to add clarity to the assignment and assist the investigation in reaching its aims. Candidate A has made a very limited attempt at presenting the data gathered. Much more could have been made of mapping techniques, photographs, charts and diagrams. The analysis of any interview data would have been greatly assisted by the use of graphs.

**Marks 2**

#### CRITERION 4

There is a general weakness in the work regarding business language, terms and techniques. A GCSE Business Studies candidate should use the language of the subject within their assignment. In this case, subject specific within sampling techniques, marketing terminology, and location theory should have been included. There is limited credit to be given for the appreciation of the need for market research in order that a meaningful business decision can be made.

**Marks 2**

**CRITERION 5**

Within the assignment there is little attempt made to analyse the data that has been collected. A second questionnaire is thought to be necessary, though no explanation is given as to why the first questionnaire is inadequate for the purpose of the study. The reason for deciding on a rugby shop is not clear from the data presented.

**Marks 1**

**CRITERION 6**

The candidate offers very general recommendations with no real link to the information collected and subsequent analysis. When such a decision is to be made in a business context, the rationale behind the decision should be explained as clearly as possible, using analysed data to support the decision.

**Marks 1**

**QUALITY OF WRITTEN COMMUNICATION**

The candidate just reaches the lowest level of Quality of Written Communication.

**Marks 1**

**Total 11 Marks**

This mark would indicate a candidate at the F/G threshold.

## Introduction

The aim of this project is to find out whether or not a business will be successful if set up in Hinckley.

To complete this project successfully I will have to visit Hinckley town centre and look at the variety shops and business already set up in Hinckley. I will then have to locate the vacant premises and look at where they are and identify the stuff offered i.e. car parks, trade access, outside frontage etc I will then carry out some market research (questionnaires) to find out what business is needed in Hinckley.

once this is complete I can then work out the cost of setting up a business and whether or not it will be a success.



■ charity shop  
 ▨ shop to let  
 ▩ car park  
 — Ped pedestrian Crossing

## Questionnaire

- 1) What sex are you? male Female.
- 2) How old are you? 10-15 15-25  
25-30 30-40 other
- 3) When do you shop? weekdays or both.  
Weekend
- 4) What Time do you go shopping? 9am-12pm  
12pm-3pm  
3pm-5pm.
- 5) Where do you shop? Hinckley Nuneaton  
Leicester Derby
- 6) Where do you prefer to shop in?  
Market Street shops shopping centre
- 7) How do you get there? Car bus  
Walk train  
other.
- 8) What shop do you go in?  
Rugby clothes charity other.
- 9) What shop would like to see in  
Hinckley? Sports music other
- 10) Where you like to see the new shop  
in Hinckley? Top or bottom of Castle Street

We are going to open a shop that will be a Rugby shop because I think it will benefit all the people in Hinckley who do Rugby because they will save money on cheap equipment because we will sell them for a good price they will also save on petrol. it's the shop that was most in demand from my questionnaire. it will also be cheap to set up.



I am going to open a Rugby shop which will be at The Castle Street. I will also be in a partnership because I will only put half of the cash in to open the shop. I think it will benefit me because I will get half of the profits and will only have to a small amount of cash in. to bank to open the shop.

## Second questionnaire

1) What would like to see  
in the new Rugby Shop? Scarves caps  
Pads others

2) Where would you like  
us to be situated? Castle street  
Bond street  
other.

3)

Number of entry premises	car park nearby	Street Parking	Good trade Access	Competition Nearby	Window/Space/ Franchise	close to Potential Customers
6	no	Yes	Sort of		a little	Sort of
9	NOT Really	Yes	not a lot		not a lot	fairly
28	A fair walk	No	Sort of		a little	Yes
32	Quite near	No	Sort of		Sort of	Yes
65	Yes	No	A little		Yes	Yes

## Sources of Finance.

1) Loans -

We can get loans of the bank and will pay in monthly installments.

2) overdrafts -

We can get overdrafts to help us with some short term payments and pay them back next month.

3) Friends -

Can lend you some money to start up a business so they can be safe in the future.

4) Family -

Can lend you money to start up a business if they think it's a safe investment.

## Costs

Sum caps                      sell at  
   £35

pads                                      £35

Bum shield                      £2

Club Tops                      £45

Shirts                                      £15

Socks                                      £7.50

Supports  
knee                      all at £20  
ankle  
hand

We sell this at these prices because we will buy them in cheap and sell for a profit of ten pounds or something along the lines of that price range.

We will also sell at that price because we are a fairly new shop.

<b>The Rugby Store</b>		<b>Break - Even - Point</b>
<b>Fixed Costs</b>		
Rent	£10,000	
Rates	£7,000	
Telephone	£800	
Electricity	£1,000	
Water	£800	
Wages	£10,000	
Me	£30,000	
Partner's	£6,000	
Insurance	£3,000	
Adverts		
	<b>Total</b>	<b>£68,600</b>
<b>Variable Costs</b>		
		buying prices
		small
		large
Pads	<b>Selling Price</b>	
Scrum Caps	<b>Small</b>	<b>£25</b>
Gum Shields	<b>£20</b>	<b>£35</b>
Boots	<b>£5</b>	<b>£10</b>
Club Shirts	<b>£25</b>	<b>£40</b>
Shorts	<b>£30</b>	<b>£40</b>
Socks	<b>£15</b>	<b>£20</b>
Balls	<b>£5</b>	<b>£7</b>
Knee Supports	<b>£7</b>	<b>£2</b>
One size fitsall	<b>£15</b>	<b>£3</b>
One size fitsall	<b>£15</b>	<b>£9.00</b>
One size fitsall	<b>£15</b>	<b>£9</b>
One size fitsall	<b>£15</b>	<b>£9</b>

## My conclusion

I have concluded that our joint Business The Rugby Shop will be a success as there are no Rugby shops around the town of Hinckley .We also found that it would make a profit in the first year and after that it would gradually expand into more little Rugby shops . During our time doing the project we found out that it was quite expensive to run a Business

The most expensive part of the business was the wages and the rent but if we cut these we would do quite well Because we would have more money to spend on equipment we could also make more money by taking 10% off the big orders We also found that it would be good to have sponsors or sponsor rugby teams like J.C.C when they go on tours to Canada

## **CANDIDATE B**

### **General Comments**

Candidate B has chosen to use the supported coursework title, in this instance based on Pizza Hut. Here the data is jointly gathered on a nationwide basis and the merged data is available for individual candidates to analyse and evaluate. The investigation is well structured, with a clear introduction and aims. Knowledge of the market mix has been applied to Pizza Hut and a good attempt has been made to analyse the data. Recommendations are made which are not always clearly linked to the earlier analysis. Presentation of the assignment is clear.

(Note: Details of the supported coursework scheme are available from the OCR Birmingham office.)

#### **CRITERION 1**

The aim of the assignment is clearly stated and a well explained strategy is given for how the aims are to be achieved.

**Marks 3**

#### **CRITERION 2**

The candidate will have contributed to the national database, with some information being collected on the background and marketing activities of Pizza Hut. All the information collected and used is relevant to the study. Rather more information on the product mix, promotion strategies and pricing methods should have been used to further improve this central theme of the investigation.

**Marks 5**

#### **CRITERION 3**

Presentation of the assignment is clear. There is a logical order to the study, although the graphs would normally be placed before the analysis. The graphs are generally useful although in some instances the key provided duplicates information already given. In other graphs it is not always clear where the columns originate.

**Marks 5**

#### **CRITERION 4**

Business language within the work could have been further developed using business specific language on pricing, promotion and product. Techniques are used well, and the different strands of the investigation are drawn together to make a reasoned business decision.

**Marks 6**

#### **CRITERION 5**

There is clear evidence of analysis within the work, and the use of figures and percentages adds accuracy to the study. An attempt is made to examine the significance of the results to Pizza Hut. Rather more could have been made of the data by investigating differences within male/female, age and regional responses, in order to inform the recommendations which follow.

**Marks 7**



**CRITERION 6**

The candidate has made an attempt draw meaningful conclusions from the investigation and make recommendations accordingly. The use of percentages is good, especially in an assignment with such a large database. The final recommendations could have been developed further with closer reference to the data analysis. In this way any weaknesses within the marketing mix of Pizza Hut could have been recognised and ideas put forward to address the problems.

**Marks 6**

**QUALITY OF WRITTEN COMMUNICATION**

The candidate has expressed ideas relatively clearly with some spelling and grammatical errors.

**Marks 2**

**Total marks 34**

This mark indicates a grade C, at the lower level within the grade.



# OCR/PIZZA HUT CORSEWORK

## **COTENTS PAGE.**

- 1) Introduction and aim
- 2) Background information on Pizza Hut
- 3) Application of the market mix.
- 4) Research
- 5) Analysis
- 6) Conclusion and recommendations
- 7) Bibliography ✓

# INTRODUCTION

The aim of this project is to find out what young people in the age groups of 11 to 16 think about the promotional activities of Pizza Hut. After that I will try and give Pizza Hut some advice on how to make it possibly better.

To do this I will take the results of the questionnaire that has been collected from other schools involved in the project analyzed by the Northcliffe School in Doncaster. With the results I will put them in graphs and then explain what they show. I will also explain each question and why they were asked.

As well as that I'm going to find out background information on Pizza Hut from their marketing video. My research will also take me to a Pizza Hut outlet, where I will visit the restaurant and talk to some of the staff. I will also find out about their marketing mix and find out the prices of pizzas. I will draw conclusions on everything and try to make recommendations for Pizza Hut.

I will find out more on age groups and determine how often each group visit Pizza Hut. I think that the 11 to 12 year olds will not have visited as much as 15 to 16 year olds. I've based this on my own experience, from when I was aged 11 to 12. I used to prefer McDonalds, but now I would rather have pizza .

✓  
Cl  
Clear aim  
stated.

# Pizza Hut Background

Pizza Hut was founded by two brothers named Frank and Dan Carney. In 1958 they both decided that they wanted to own a small pizza place, so they borrowed six hundred dollars from a local bank and then opened the pizza restaurant.

In 1968, ten years later three hundred restaurants had opened in the United States of America. Today there are Pizza Hut restaurants in eighty eight different countries all over the world.

Pizza Hut is one of the top hundred businesses in the U.K, even after all this time. Pizza Hut is now run by a company called Whitbread Plc. Whitbread own many different successful brand names such as David Lloyd Leisure, Beefeater, TGI Friday, Travel Inn and many more.

Like Pizza Hut, Whitbread started as a small business, and has grown as time went by. Samuel Whitbread, a farmer's son decided in 1942, he would own his own brewing business. He completed an apprenticeship for a brewing company, and then went into business with his partner Thomas Shewell. Whitbread is still an independent company, but does not only brew beer but does food, drink and leisure, with a net turnover per annum of about 2 billion and over seventy thousand employees.

Pizza Hut is often thought of as a fast food place, but it is actually wrong. Pizza Hut is a well-established restaurant, where people can sit and eat their food with a cheerful atmosphere around them.

On my visit to Pizza Hut I saw that the kitchen was just big enough for the staff to work in. Pizza Huts space is mainly in the front where visitors sit to eat. Most of them are air conditioned for the comfort of the customers.

No matter where in the world, every Pizza Hut restaurant has to have the same amount of tomato, cheese and topping on each pizza. Not only that they need the bases to be the same size, and made with Pizza Huts own secret recipe, each Pizza must be cooked for the same amount of time, and to do this they put the pizza on to a conveyor belt that takes the pizzas through the oven for a set time.

Pizza Hut has been going for over forty years, and is now well known for their Pizza's and quality.

✓  
C1,2  
Sound background  
information.

# MARKET MIX

Marketing mix is in every part of the businesses; the market mix takes up the 4 Ps, which are the Product, Promotion, Place and Price.

I'll start with the products. In a business many new ideas come out, but only a few actual get made. If they just went with every idea they have then they would spend a lot of money, and if the product did not sell the business would have wasted money and time. Pizza hut makes new products a lot, but they have their own method to decide if the product will sell or not. The new ideas are sent to the head office, which pick out of the ideas which ones they think will sell. They then decide on two different methods to find out if the idea will sell.

The first one would be where they take 300 consumers to try the pizza and then fill out a form saying what they think of the taste and the appearance. They then pick 8 – 10 people out of the 300 and talk to them about the new pizza. They then look at all the results and decide if the pizza will sell.

The second way might cost more money than the first. They put their new product into stores around the United Kingdom. They then tell the customers about the pizza and see if people go for it. If it doesn't sell then they don't bother putting it in the stores.

The next one on the list is Promotion. With a promotion, businesses advertise the product that is being sold. Business uses many different ways such as Television, Radio, newspapers, Magazines and local advertising.

Most business use advertising agencies which advertise other business products for a price. Pizza hut uses a company called Abbot Mead Vickers who do many of T.V advertising campaigns for such places as KFC.

Pizza hut pays them to do the adverts for them, Pizza hut uses mainly stars on their adverts eating the newest pizza product in a Pizza Hut restaurant. They say that they use the stars because they give them 4 things that are important to the advert. The stars give Recognition, Entertainment, Statue and Quality. Even if the stars cost a lot they will still use them if they think it will get people in to their restaurants. Once they have the star they get going with the advert and how they are going to make it look interesting and a bit different from before. And when it is done just right they film the advert.

As well as using the T.V for advertising they use leaflets, they get the leaflets delivered door to door. On the leaflets there is the special offers for that month. They send special offers to Lapse Users, Lapse users are people that use to use the pizza hut a lot but don't any more.

Pizza Hut also uses the local advertisement to send out information. In Nuneaton Pizza Hut used the back of the car park tickets. When I interviewed one of the managers she told me that the car park tickets are a good method of advertising.

The next part of the market mix is one of the most important part of the business the prices they sell their product for. Some places let you sit in to eat and some of them make you pay more to sit inside. The businesses love to take into account their overhead. Even if you don't eat in they take in account the service you are having. Some of the places have special offers on their products so that you go and try their products. The packing is also added to the price of the product.

**And now for something extra...**

<b>Barbecue Chicken Wings</b> 6 chicken wings with choice of dip, Garlic and Herb or Barbecue	£3.30
<b>Dips</b> Choice of Garlic and Herb or Barbecue	20p
<b>Garlic Bread</b> <input checked="" type="checkbox"/> 4 pieces	£1.80
<b>Garlic Bread Supreme</b> ™ <input checked="" type="checkbox"/> 4 pieces with Cheese	£2.10
<b>Regular Salad</b> <input checked="" type="checkbox"/>	£2.50
<b>Pepsi/Diet Pepsi/ Pepsi Max 1.5 litre bottle</b>	£1.40

Your local Pizza Hut is:

**CALL THE PIZZA HUTLINE™ FREE**  
First place your order and then collect  
from your nearest restaurant

**0800 46 46 46**

Available in Edinburgh, London & limited surrounding areas.  
Coming to rest of country soon.

We now accept all major credit cards.

1. Special offers available in some areas only. See local menu.  
 2. Price includes VAT at 20% if applicable. Prices are for delivery to your door. Delivery charges may apply.  
 3. Delivery charges apply. Please ring for further details.  
 4. See us at your local store.  
 5. All rights reserved. © 2000 Pizza Hut International, Inc. All rights reserved. 0800 46 46 46.  
 6. Menu subject to change without notice. Prices subject to change without notice.  
 7. All items subject to availability. See us at your local store.  
 8. The logo and name are trademarks of Pizza Hut, Inc.  
 9. See your local menu for more details. See us at your local store.  
 10. All prices are in pounds sterling. See us at your local store.

✓  
Here is a menu showing the prices of pizzas and the special offers.

On the bottom of the last page there is a Pizza Hut menu showing the prices of each product. As you can see they have their normal deep pan pizza, which, you can get in three different sizes. There is an individual for 1 person priced 4-5. The medium at 6-8, And the large at 8-11.

They also have a stuffed crust, which you can only get in large size. You pick the sort of pizza you want, then add a pound to the price marked down in the menu. So for example if I wanted Supreme Stuffed Crust it would cost 10.35, plus a pound so I'd pay 11.35.

Sicilian is the next one. This is also available only as a large. It is priced the same as a large deep pan pizza. So for a Supreme Sicilian it would be 10.35.

There is a new one called the Italian, which has a light, crisp Italian base hand finished in flour. You get the extra prices on the back of the menu, as well as the special offers you get when you buy an Italian.

Then there are the extras such as chicken wings, garlic bread and bottles of pop at the price ranges of 2-4.

Then finally in the market mix there is places. For a business to do well it needs to be situated in a good place to get customers. So a local store miles away from a town will not sell anything. This is the same for many services.

Pizza Hut used to go for town centres now they have enough in the centre of towns and decided to go for large retail parks. They are discussing opening Pizza Hut places around the M25.

All of these factors are important to Pizza Huts successful marketing, but advertising is probably the most important. If teenagers remember that a certain sports star eats pizzas at Pizza Hut they will probably want to go and do the same. This is called peer pressure.

✓  
c1,2,3.

Information on the marketing mix is applied to Pizza Hut.



With particular reference to promotions, what recommendations within marketing would you make to Pizza Hut for the 11-16 age group?

1 Age group of interviewee

11-12	13-14	15-16
<input type="text"/>	<input type="text"/>	<input type="text"/>
A	B	C

2 Gender of interviewee

Female	Male
<input type="text"/>	<input type="text"/>
A	B

3 Geographic Area

North	South	Midlands	London (M25 area)
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
A	B	C	D

4 How often do you visit any Pizza Hut restaurant?

More than once a month	Every 1-2 months	Every 3-6 months	Never
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
A	B	C	D

5 How many minutes does it take you to get to your nearest Pizza Hut?

Less than 10	10-30	30-60	more than 60
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
A	B	C	D

6 How do you rate the service at Pizza Hut?

Excellent	Very Good	Satisfactory	Poor	Very Poor
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
A	B	C	D	E

7 How do you rate the quality of food served at Pizza Hut?

Excellent	Very Good	Satisfactory	Poor	Very Poor
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
A	B	C	D	E

8 How do you rate the prices charged at Pizza Hut?

Excellent value	Reasonable	Poor	Don't know
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
A	B	C	D

9 Do you know of any special offers from Pizza Hut that have been aimed at your age group?

Yes	No
<input type="text"/>	<input type="text"/>
A	B

10 Which type of promotional offer would attract you or your family to Pizza Hut?

Money off	Free Gift	Competition	2 for 1	Other (specify)
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
A	B	C	D	E

11 Has the past use of personalities in advertisements persuaded you to visit Pizza Hut?

Definitely Yes	Yes	No	Definitely No
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
A	B	C	D

12 Which type of personality in Pizza Hut adverts would be most likely to make you want to visit Pizza Hut?

Sports	Pop Music	Comedians	Film Stars	TV Stars
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
A	B	C	D	E

13 How often do you see Pizza Hut adverts?

Weekly	Every 2 weeks	Monthly	2-6 months	Never
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
A	B	C	D	E

AMENDED VERSION

PH'S MARKETING DEPARTMENT PIZZAHUT.COM

## RESEARCH

To find out what 11 to 16 year olds really think of pizza hut they designed a questionnaire. With this question they asked many questions about the service of pizza hut. They are taking up points mostly on market mix and what the 11 to 16 year olds think about it.

I'm going to go through each question one by one saying why they might ask the questions and how it would help.

- 1) This question asks the interviewer the age group they are in. With this Pizza Hut know what each of the age groups go for. So for example if 11-12 year old only visit every 3-6 months then they can see what they could do to get more of that age group. Just the same, if the 15-16 year old go then can see why most of that age group do go.
- 2) This question is more then likely asked for the same reason as number one. Pizza hut can see what each gender group goes for. This could help by lets say more Males go then Females so they look down their questionnaire and see how they could get more Females to go.
- 3) Question number 3 asks the area in which you live in United Kingdom. They can get information from the different places on how they rate the stores in that area. And find out what that area thinks. This could help them pick good services for that area for the 11 to 16 year olds.
- 4) The 4<sup>th</sup> question asks the interview how often they visit pizza hut. With this question they can get some idea on how often the people visit their stores. And if they have none they can see why. ✓

- 5) This question is asking them how long it would take the interviewer to get to their nearest store. With this they can make sure that they have stores close enough to the places they need. If they find out that they have quite a number in the same area that have pizza hut further then an hour they can focus on that area next time.
- 6) With this question they ask the interviewer about what they think of the service of the pizza hut store they go to. With this question they can find out if the service of the stores in that area. This can help them when they have a number from the same area saying the service is bad then the head office can research more into that store.
- 7) This next question asks the interview what they think of the quality of the pizza's served. This way they can find out what the consumers think of their pizzas. This helps them know if their pizzas are good enough. If they're not then the head office can look into how to change them for the better.
- 8) With this question they ask the interview what they think of the prices of the pizzas. With this question they can find out what the consumers think. If there's a lot again in the same area then they can research on the price they expect.
- 9) This question asks the interviewer if they know of any special offers aimed that age group. If they have a number of people say they don't they Pizza Hut's head office can find out a way to make sure people know of the offers.
- 10) With this question they ask the interview what would get them to visit Pizza Hut stores more. This question can help them decide on what special offer they can use to get more of this age group.

11) They ask the interviewer what they think of the past users of stars they have used. This can help them decide on if they were any good and then if they want them on enough advert.

12) Question 12 they ask the interview what sort of personality would make them want to go. With this they can decide on what sort of person they want for their next advert.

13) The last question then asks the interviewer how often they see the advert advertise on the T.V. If they find out that many of the interviews hardly see them then they can find out why?

The questionnaire covered many parts of the Marketing mix. I think they could ~~of~~ asked a question on other parts of advertising. They could have a question like: Do you ever see our adverts anywhere else but on T.V? This can then help Pizza Hut see if people see other advertising. They could also ask if other types of advertising help them decide to go and visit Pizza Hut? Then they know that they are working. ✓

# RESULTS

I've taken answers to the questionnaire and placed the sheets together. I have got the results for my main aim of finding out if more 15-16 year olds go to pizza hut more then 11-12 year olds. I'll look at each question again and write we have found out. The number of people asked were 5951. So that's want it's from.

1) With this we can see that 45% of the people we asked were between the ages of 15- 16. The 13-14 year olds were 33% and 11-12 were 22%. From this we can see that most of the people that was interviewed were 15-16 years old.

2) With the gender we have got that most females were asked with 52%. This is not much of a difference, but it would have been better 50% on each side. So most of the people interviewed were mainly female.

3) Most of the people interviewed were from the south of United Kingdom. If the pizza hut wanted a idea of the regions thoughts. The south was just under half of the people at 41%. So this means that most of the results are from the south. 12% are from the North so not many are from that.

4) From this question we can find out that 40% of the people that were interviewed go to Pizza Hut every 3-6 months. 17% have never visited Pizza Hut before. So they know that they have 17% to get to visit. 14% of the people visited Pizza Hut more then once a month. So they know That they have 14%that visit them/a lot.

5) From this question we find out that 51% of people that's been interviewed live at an average of 10-30 minutes away from the nearest Pizza Hut. Only 19% live less than 10 minutes away. And that only 6% of the people asked live more than an hour away. So Pizza Hut know that they have their stores in just about the right places.

6) This question shows us that 13% of the people interviewed thought that the service of their Pizza Hut is excellent. 3% of the people think that the service is poor. 97% think that the service of their Pizza Hut is more than satisfactory. So this shows that the service is good enough and don't need changing.

7) This show us that 9% of the people we asked say that their pizza are poor quality. So that means that 91% of the people think that the pizza are satisfactory and more. This shows that the pizzas from Pizza Hut are good enough and don't need changing.

8) From this question about the prices that are charged in Pizza Hut. 14% of the people didn't know if they thought that the prices were good. Only 10% of the people said that the prices were excellent prices. 55% of them thought the prices were reasonable. So that leaves 21% think that the prices are poor.

9) From this question we know that 78% of the people we interviewed said they don't know of any special offers for their age group. So from this we know that Pizza Hut needs to get a new way of telling people of the special offers.

10) With this we have found out that 38% of the people we interviewed would be tempted by the 2 for 1 offer. The next best offer is the money off 33% of the people said they wanted this one. The competition is the less likely to work with 7%. Only 2% could think of something else that would get them to go to Pizza Hut.



11) From the questions we asked we found out that 45% said that the past uses of advertising has not persuaded them to go. 13% said that their definitely No, so that means that not 58% of the people have not been tempted. The other 42% said that the past adverts have persuaded them. From this we know that if they want to persuade the 58% then they need to use someone else.

12) That is were these answers come from. Sports personality's are the best to persuade people to go. It not a big gap but it's the highest. T.V stars got the less with 10%. The second best would be pop stars with 25%. And then its Comedians and Film stars at 18%. So from this its not a big difference, but T.V stars are the best.

13) From this one we can see that only 8% have never seen. 29% said that they see it weekly. 26% of the people said that they see it 2 weeks. Once a month is 23% and 2-6 months are 14%. So now we can see that most of the people see the adverts once a week. Its not a brilliant result but only 8% said they have never seen them.

Looking at the results of questions one and question 4 I have found out that mostly 15-16 have never been into Pizza Hut. This might not be right because most of age groups were 15-16.



# CONCLUSION

So for my conclusion I have decided on the main points of the project and wrote them down on this page. From the questionnaire we found out that almost everyone interviewed said that they think Pizza Hut service and food is good. The price is not so reassuring with our age group. 55% of them said that the price was reasonable. Only 10% said that the prices were Excellent. 21% thought the prices as poor. And then 14% said they didn't know.

We know that over half the people that were asked didn't know of any special offers for their age groups which was not at all good.

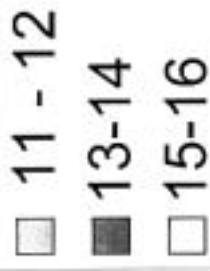
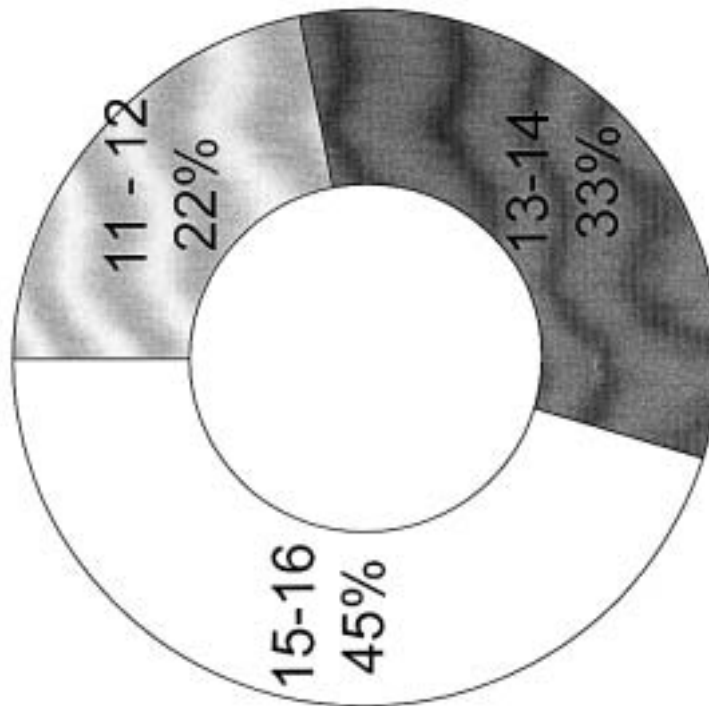
According to the result the best special offer they can have is the 2 for 1 offer on pizzas. It worked for the perfect pizza and it would more than likely work for Pizza Hut. Pizza Hut is known and a lot more people would go to get a good deal.

On the question about how often people have been to Pizza hut 83% said that they have been and still do. There is a small 17% saying that they have never been.

We also have found out that that the past people used in the adverts have not done a good job at getting people to visit Pizza Hut.

My main aim was to find out if they had more 11- 12 year old's that have never been to 15-16 year old. The results were that 48% of the age group that have never been were 15-16. 24% were 11-12. This is not a good way to determine because 45% of the people were aged 15-16. 11- 12 was 22% of the people interviewed. So if I half the 48% that would make it about even. 24% were 15-16 year olds that have never gone. And 24% had never gone for 11-12 years. So it is about the same amount. So I was wrong in my projection and it does not matter about the age.

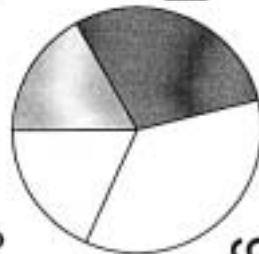
# AGE GROUPS



OCR/ PIZZA HUT CORSEWORK

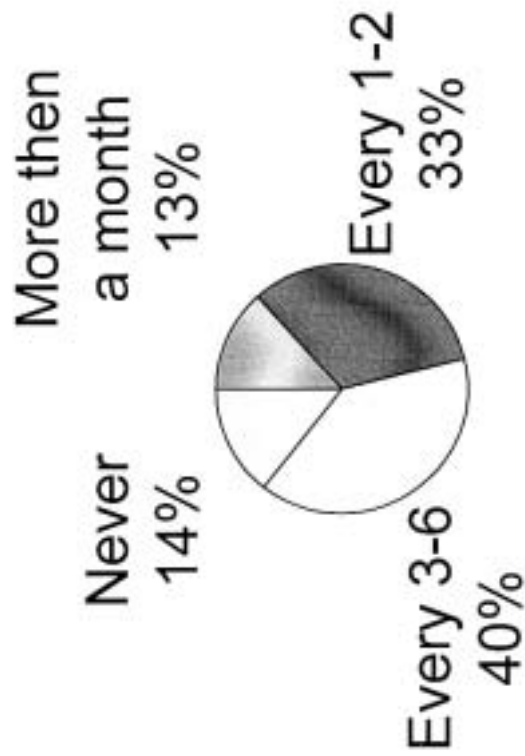
# 11 TO 12 YEAR OLDS AND HOW OFTEN THEY VISIT PIZZAHUT.

Never 18%  
EVERY 3-6 36%  
EVERY 1-2 29%  
MORE THAN A MONTH 17%



- MORE THAN A MONTH
- EVERY 1-2
- Every 3-6
- Never

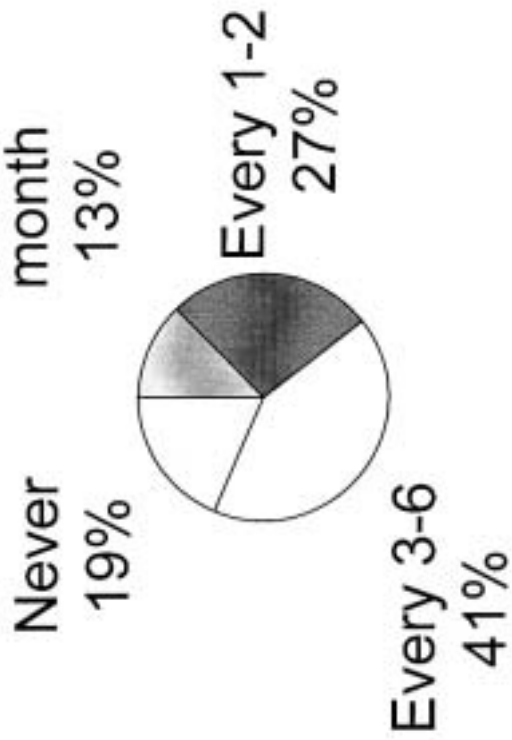
# 13-14 YEARS OLDS AND OFTEN THEY VISIT PIZZA HUT.



- More than a month
- Every 1-2
- Every 3-6
- Never

# 15-16 YEAR OLD AND HOW OFTEN THEY VISIT PIZZA HUT

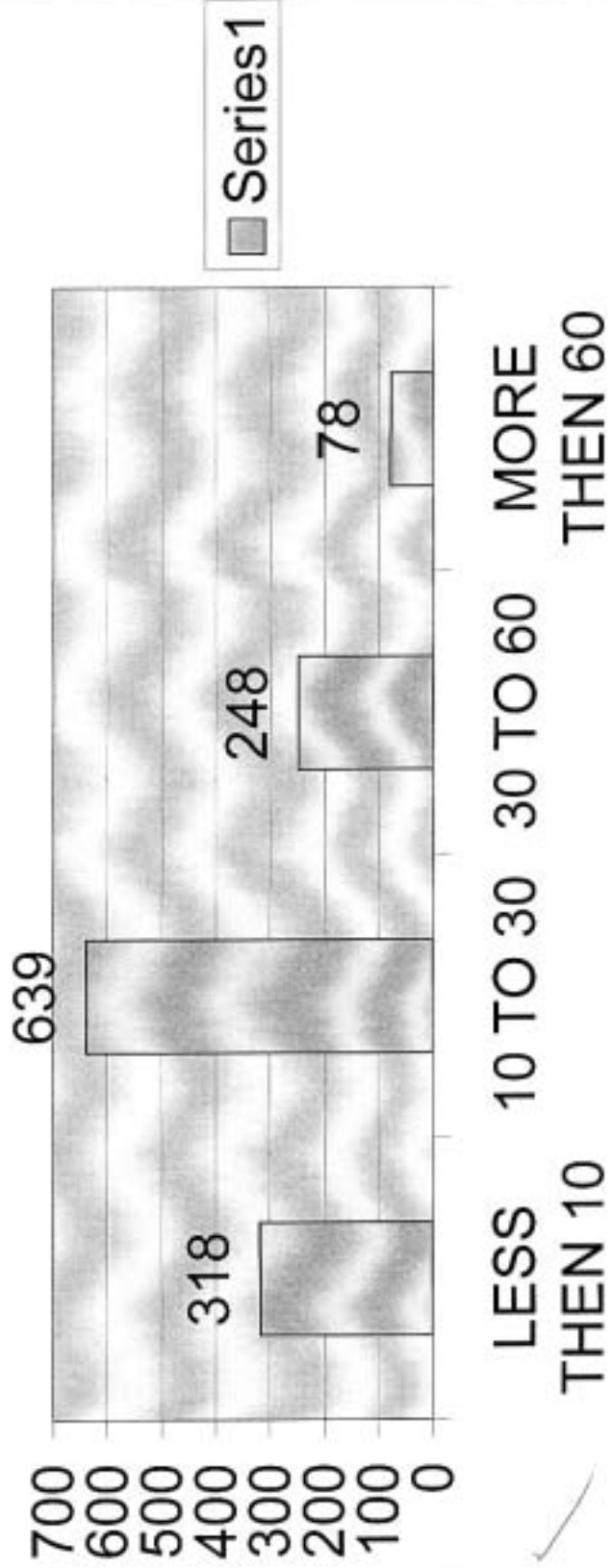
More than once a month



- More than once a month
- Every 1-2
- Every 3-6
- Never

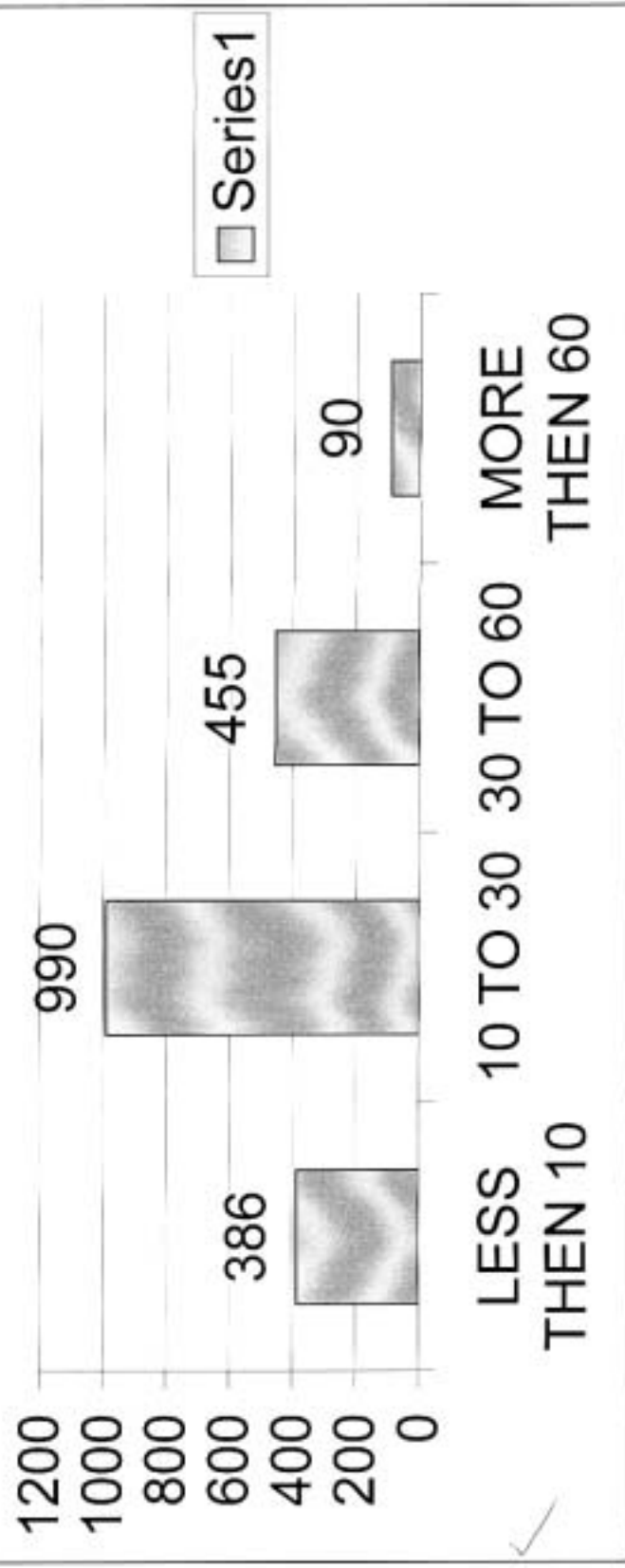
OCR/ PIZZA HUT COURSE WORK.

# 11-12 YEAR OLDS AND HOW LONG IT TAKES TO GET TO THEIR NEREST PIZZA HUT

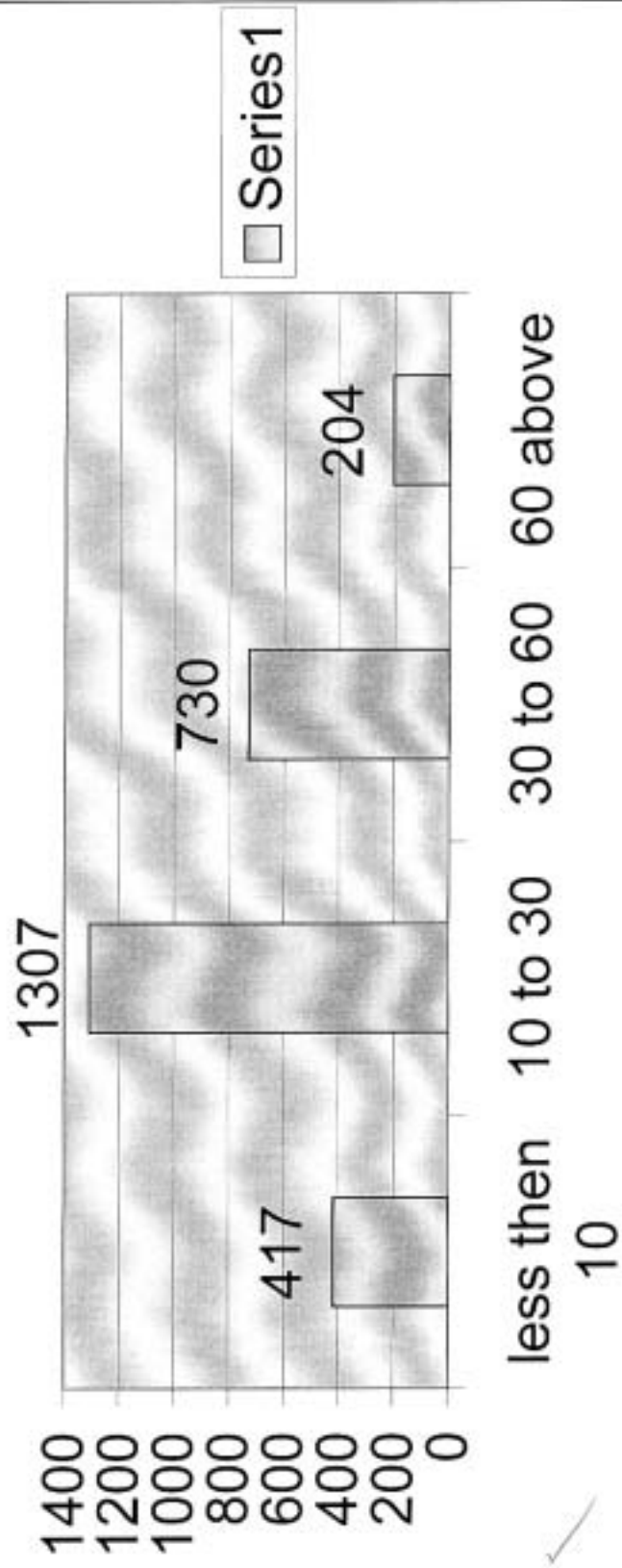


OCR/ PIZZA HUT COURSE WORK

# 13-14 YEAR OLDS AND HOW LONG IT TAKES TO GET TO THEIR NEAREST PIZZAHUT



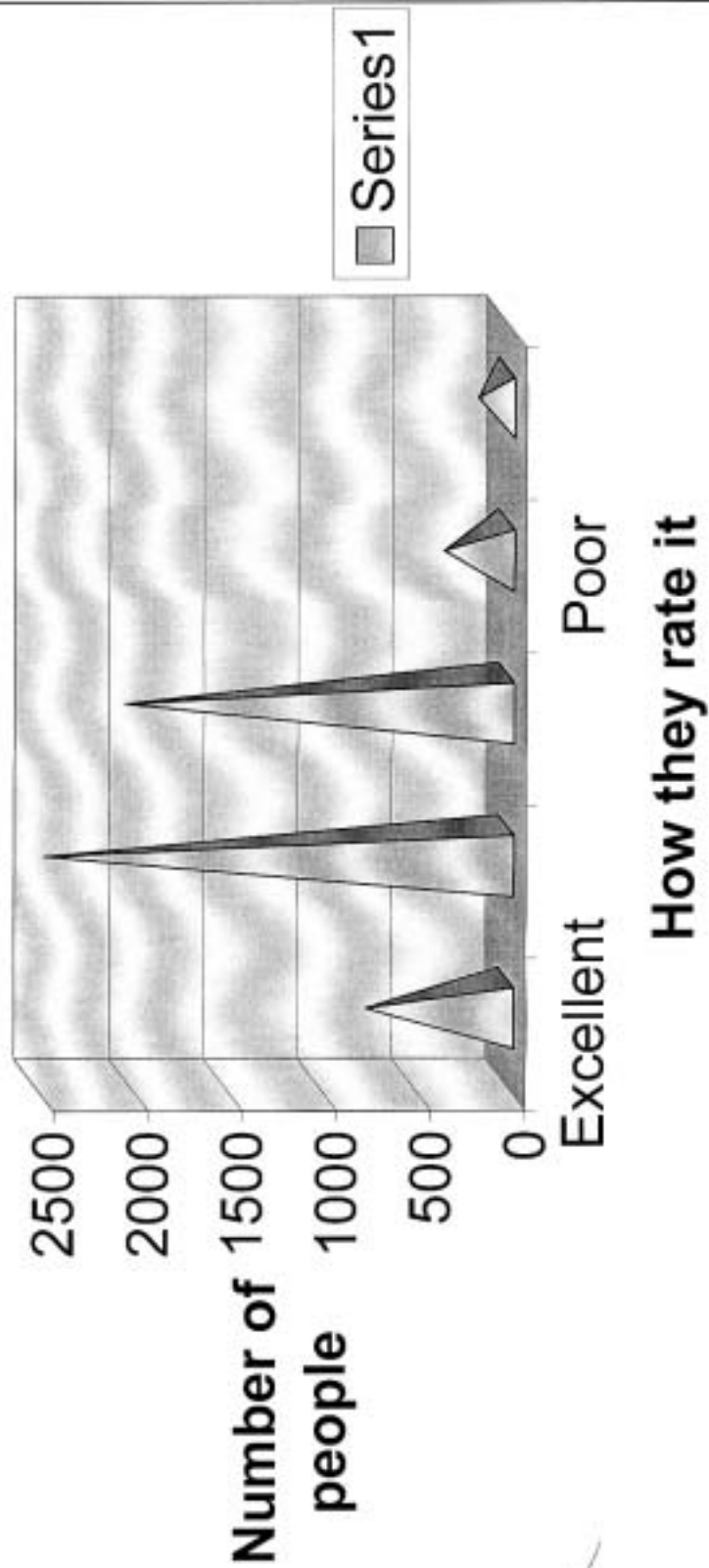
# 15-16 YEAR OLDS AN DHOW LONG IT TAKES THEM TO GET TO THEIR NEAREST PIZZAHUT



OCR/PIZZA HUT COURSE WORK

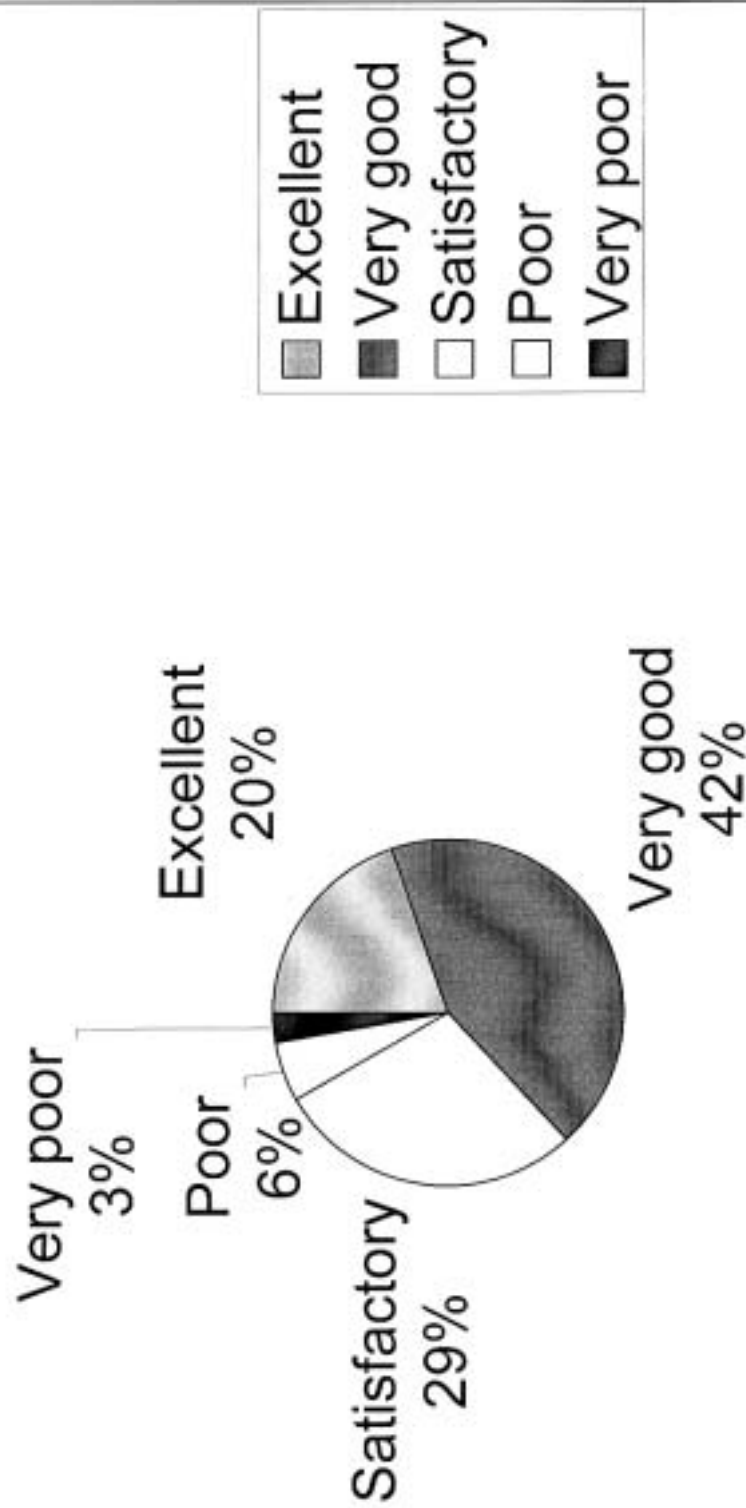


# How do people rate the service?



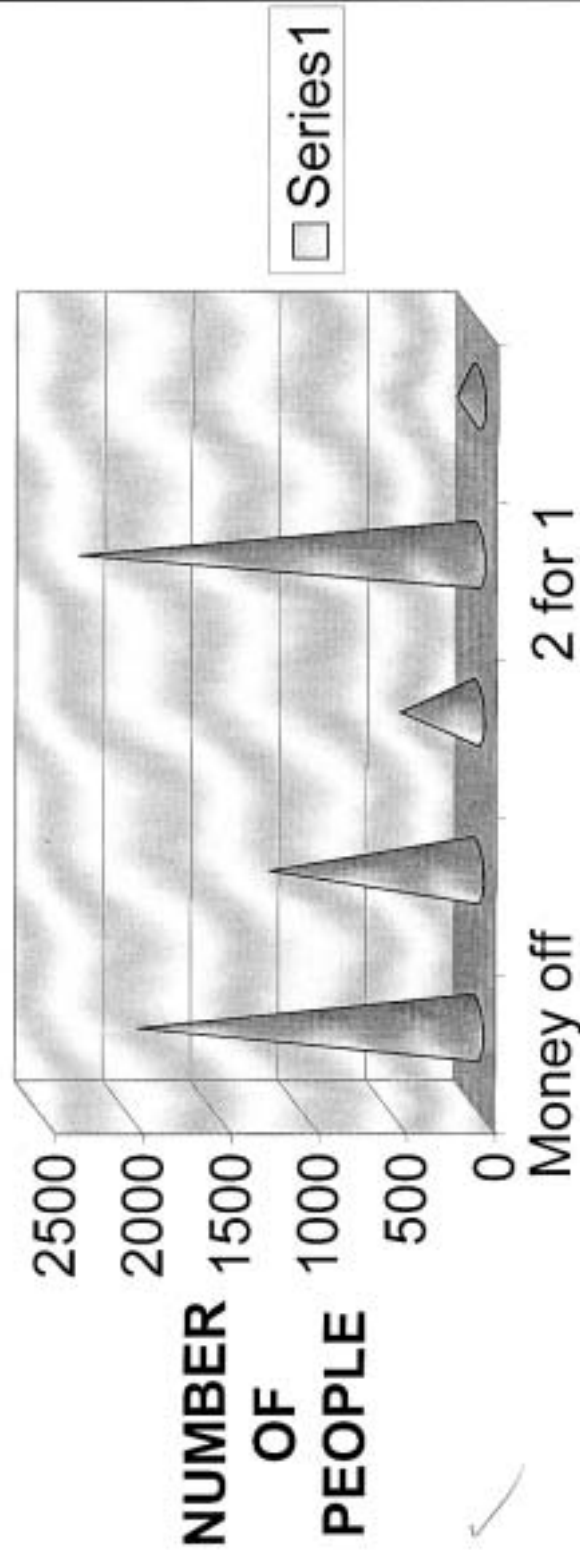
OCR/PIZZA HUT COUSEWORK

## How people rate the food



OCR/PIZZA HUT COURSEWORK

# THINGS TO ENCOURAGE PEOPLE TO VISIT PIZZA HUT



c2,3,4  
 series of graphs  
 with some limited comments.

# RECOMMENDATION

Looking at the conclusions and the results I have thought of a few recommendations I could make.

- They should have specials for 11-16 year olds . 11-16 year olds don't want to have to spend most of their money on Pizza when they could easily buy chips for a pound.
- Pizza Hut needs a better way to advertise their special offers. This way we know <sup>want</sup> offers are about for us.
- I recommend that if they ever need more business then they should take the option of two for one.
- I also think they could make their adverts more interesting . Not only using a different spokes person, but change it a little. Most of the adverts I have seen has been a personality eating pizza in the Pizza Hut. I liked the advert with the 2 adult trying to get someone to take off their Dark Fader mask.
- I would not change the quality of Pizzas and the service that Pizza Hut give.



CS,6.

## EVALUATION

I could of improved the way I set out my analysis and results. I could of done my graph results in a different page to the rest.

I think it was sad having to use the computers all the way through because, I could not get on to the computer when I wanted to half the time.

A part from that it all went well and I finished it in time. ✓

## BIBLIOGRAPHY.

I got my information from all sorts of different places. Such places and books as:

A visit to Pizza Hut

Pizza Huts web page

R Huggett \* Business studies for GCSE

A Anderton \* GCSE business studies.

The questionnaire



## **CANDIDATE C**

### **General Comments**

This investigation is based Title 1 from the prescribed list in the specification. The assignment has a well-defined aim and strategy for completion, uses business terms with understanding, applying ideas and concepts to Cadbury's. Evaluation and analysis are good, with reasoned conclusions being drawn from the research. Presentation is imaginative within the context of the work.

#### **CRITERION 1**

The aim of the assignment is clearly stated with a well explained methodology for completion. However, some material is surplus to requirements within this section, for example the references to the various sizes of chocolate bars that are available.

**Marks 3**

#### **CRITERION 2**

Information collected is varied, ranging from traditional questionnaires and retail surveys, to blind tasting. The number of consumers questioned is rather low (14) for GCSE work, although this is in part compensated by information on other aspects of marketing activities.

**Marks 8**

#### **CRITERION 3**

Presentation of the assignment is both effective and varied. The use of ICT is well judged, using techniques to good effect without distracting from the work as a whole. Graphs and charts are used appropriately. Although it is perfectly acceptable for an assignment to be hand written or computer generated, a mixture of the two can detract from the impact of the study. Font size and type should be uniform.

**Marks 6**

#### **CRITERION 4**

Business language is used well within the assignment, including terms associated with marketing as appropriate to Cadbury's. All aspects of the marketing mix are covered and there is imaginative use of blind tasting techniques that would be found in this type of product.

**Marks 8**

#### **CRITERION 5**

There is a clear attempt to both analyse the data collected and explain the importance of the results in the light of the investigation. Percentages are used well, although the small size of the database does not add to the reliability of the results. A larger database would have provided greater opportunity for detailed analysis, for example the views of males/females and different age groups.

**Marks 8**

**CRITERION 6**

The evaluation and recommendations within the study are placed section by section. Although there is no problem with this approach, a clearer summary/recommendation section at the end of the study may have been better to round off the work. Any recommendations made should be firmly based on the data collected, with figures being used to support the ideas suggested.

**Marks 7**

**QUALITY OF WRITTEN COMMUNICATION**

Ideas within the work are generally expressed clearly and in an appropriate way. The candidate just reaches the upper level of the mark range.

**Marks 3**

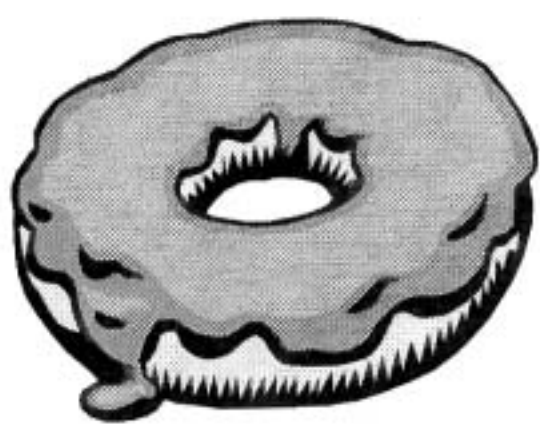
**Total Marks 43**

This mark places the candidate on the A/B borderline.



C/S

# GCSE Business Studies Coursework



# Introduction

The aim of this coursework is to decide how well Cadbury's chocolate markets their products.

Marketing is all about selling a product and how you do it. Price, promotion, place and product are the 4 P's of marketing. Businesses use marketing to meet their aims such as to make a profit, to survive, and to expand into bigger companies.

The product that we are doing is Cadbury's Dairy Milk chocolate. We chose this product because it is well known all over the world. Chocolate is one of the most universally enjoyed foods; it is a wholesome food which is fun to eat and provides energy and important nutrients-protein, B vitamins, calcium and iron. Cadbury's is situated in over 150,000 places including garages, newsagents, supermarkets etc. Even when shops are closed, you can still get Cadbury's chocolate bars from vending machines, 24 hours.

Cadbury's makes more than 250 million bars each year. The price of the chocolate is quite reasonable for the sizes. You can get 50g, 100g, 150g, 200g and even 400g bars. Even 750g bars which you can buy for special occasions. Besides from just the plain chocolate bars you can get a variety of flavours and designs i.e. Flake, Crunchie, Twirl, Astro's, TimeOut etc. Cadbury's advertisement is well spread out because you've got the advertisement on Coronation Street at the beginning of the programme of all the different bars and then adverts on television. Quite a few famous people have promoted different bars such as Wispa. The product itself varies in colour and design. Each bar has its own unique packaging.

We will be doing some primary research and secondary research.

The primary research consists of: The blind tasting test

The price/place survey

Packaging and Advertising

The blind tasting test will simply be trying out a variety of different chocolate i.e. Galaxy, Milky Bar, Yorkie. We shall do this on different people to see which one they prefer. The price/place survey is just checking out where they sell the chocolate and for how much. It's simply comparing Cadbury's to its competitors. The packaging is seeing if it's eye-catching and environmentally friendly. Also to see if it's well planned out how it sells so well. We shall analyse all of them. This test is also for the promotion side of it. Just to see how well it does in the market.

The secondary research consists of: Internet

Books

Company information

This research is just back up information that we can add in to help us get better marks.

# History of Cadbury's

Cocoa was first introduced into the United Kingdom during the 17th century. In 1824, John Cadbury who was 22 yr. old, opened a shop at 93 Bull Street in a fashionable part of Birmingham. He traded in tea and coffee, which was soon to be the foundation of Cadbury Limited. He also sold mustard, cocoa and drinking chocolate.

Most of the cocoa beans were imported from the South and Central America and the West Indies, while today Cadbury buy their top quality beans from Ghana and also from Malaysia. John Cadbury produced a range of cocoas and chocolate drinks, the latter having added sugar, which were sold in blocks. Customers then scraped a little bit off into a cup or saucepan and added hot milk or water. He also had a flair for advertisement and promotion. His first advertisement in the Birmingham Gazette on 1st March 1824 presented his new chocolate drink. The retail side of the business in Bull Street was passed to a nephew, Richard Cadbury in 1849. John Cadbury's sons Richard - 25 yr. old - and George - 21 yr. old - had joined their fathers business in 1850 and 1856. In 1861, John retired due to failing health. Sadly he died in 1889. Their first 5 years were terrible. They had very few customers, they worked long hours and they lived in poor conditions. It started to pick up because the brothers worked harder and they stuck together.

By late 1870's, Cadbury's had outgrown the Bridge Street factory. The workforce had risen to 200 and after 32 years at Bridge Street, they started to look for a new site. On June 8th 1878, the ideal site was found - The Bournbrook Estate, 14 1/2 acres of land. It adjoined a railway and the Worcester Canal, linking it with the Bristol Docks where cocoa beans arrived. It also had a good water supply which was helpful. The Cadbury Brothers, already the first name in cocoa, now set out to make themselves pre-eminent in chocolate confectionery. Cadbury were soon making chocolate covered nougats, bonbons, caramels. Expanding all the time. The business became a private limited company - Cadbury Brothers Limited - in 1899 following Richard Cadbury's death at the age of 63. 1899, the Bournville factory had trebled in size with more than 2,600 employees.

Milk chocolate for eating was first made by Cadbury in 1897 by adding milk powder paste to the dark chocolate recipe of cocoa mass, cocoa butter and sugar. This chocolate was not up to the public's standards because it was coarse and dry and not milky enough. They soon changed this by changing the recipe. They added more milk, and worked a considerable amount of time to produce a new cocoa plant to produce larger quantities. Four years of hard work were invested into this new project and in 1905, the chocolate became smoother, creamier and it had its own unique flavour. By 1913 it had become the company's best selling line and in the mid twenties Cadbury's Dairy Milk gained its status as the brand leader.

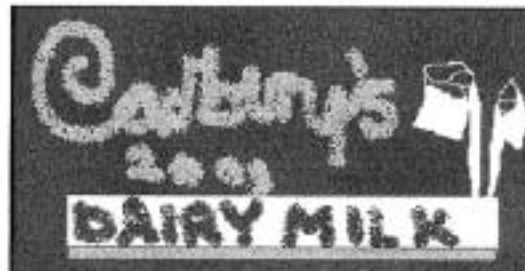
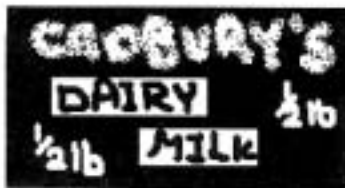
Today, more than 250 million bars of Cadbury's chocolate are made every year and sales reach over £100 million in value. The recipe for Cadbury's Dairy Milk is basically the same as it was when it was launched.

# Product

The product I am writing about is Cadbury's Dairy Milk Chocolate. We will be using the 50g bar. This product is not-durable because its edible. The chocolate comes in a variety of sizes like minitures to huge 750g bars. The packaging has changed quite a bit since 1905 to the present day. In 1905 the packaging was dull, boring and old fashioned but now it is a lot brighter and more modern.

1997

1940



Cadbury's is made in a large factory in Bournville, Birmingham. The main ingredients in Cadbury's is cocoa, sugar and a high quantity of milk. The fresh liquid milk is cooked together with the cocoa and sugar. Then it is stored in cool, dry conditions for the best flavour and texture.

Product differentiation is how the company makes their products different from other competitors. There are 3 ways in which you can make your product different:

**Taste:** Changing the ingredients and combinations.

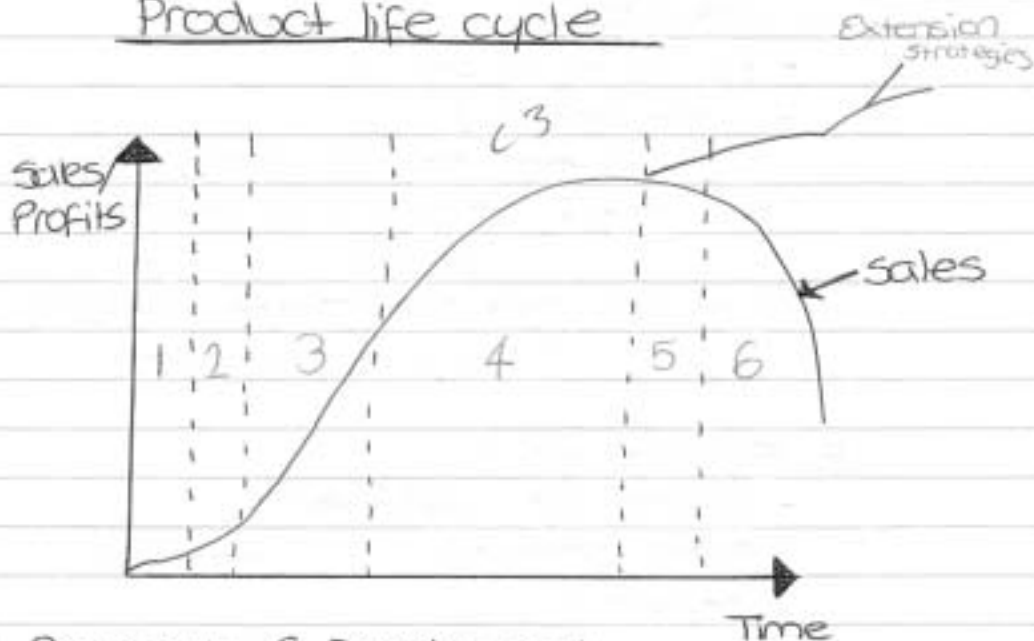
**Name:** Changing the name to be short and catchy.

**Packaging:** Changing the packaging and making it more eye-catching or changing the size to make it bigger or more compact.

I think Cadbury's is at the maturity stage on the product life cycle. This means its making high profits and costs are recouped. I think in the future Cadbury's will stay at this stage because they are a well balanced business.

23/9/09

## Product life cycle



### 1. Research & Development

- Huge investment in developing new products.

Profit/loss = Making a large loss

Example - Formula 1 (motor sport)

### 2. Launch - sales begin.

- large spending on advertising & promotion.
- Distribution links will be set up.

Profit/loss = still making a loss, but reducing loss.

Example - Focus (6 months ago)

### 3. Growth

- sales are rising
- Advertising continues
- Be available everywhere

Profit/loss = Break - even

Example - Sunny delight, Pringles,

#### 4. Maturity

- Established product
- High revenue
- One of the best products in the market

Profit/loss = Making high profits  
(costs are recouped)

Example - Coca Cola, Tango, Walkers crisps,  
Cadbury's chocolate.

#### 5. Saturation

- Sales are declining
- New products are replacing it in the market
- Boredom

Profit/loss = Profits are now falling

Example - Rice crispie squares  
Sony playstation

#### 6. Decline

- Sales are falling
- Product is failing / been replaced

Profit/loss = Loss / Break-even

Examples - Cassettes, Sega Mega Drive

Extension Strategies: Re-design or improved product.

- Advertising
- Price-cuts
- Trying strategies to maintain sales or customers.

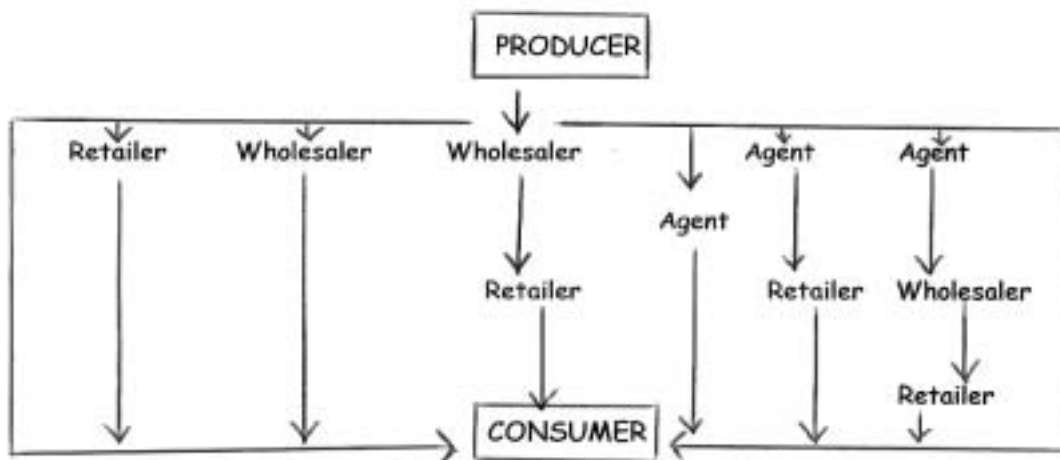
# Place

For a product to sell, it must be situated in the right place. A village shop, miles away from anywhere, is unlikely to sell many bars of chocolate whereas if they were sold in a town, then they would sell plenty of bars.

The outlets for Cadbury's Dairy Milk Chocolate are usually supermarkets (Sainsbury's, Tesco), garages and newsagents. I think Cadbury's is situated really well because if the shops are closed, then you can buy Cadbury's from vending machine's.

CSM Cadbury's uses all 3 Channels of Distribution - Wholesalers, retailers and agents. They produce the bars of chocolate in bulk, sell them to the wholesalers and then the retailers, like Sainsbury's will buy the bars from them and sell them in the supermarkets. Sometimes they will use agents to go abroad to different countries and try and sell Cadbury's chocolate bars to their supermarkets or shops.

## Diagram of Channel Distribution:



# Pricing

CS The importance of correct pricing is to make sure you make enough profit. You need to be competitive. You need to make sure your prices are not too high or not too low. The way you find this out is to see that your competitor prices are and go from there. Also the prices of your products should cover certain costs like rent and wages.

There are lots of pricing policies that you can use. These are a few:

**Creaming** - to sell at a high price to gain profits quickly. Computer firms use this for launching new models.

**Penetrating pricing** - pricing low to gain market share. Walkers Crisps use this for new types of crisps that come onto the market.

**Market Orientated pricing** - based on what the public are prepared to pay. This is a popular method that most businesses do.

CS Cadbury's Dairy Milk Chocolate use a variety of pricing policies such as market orientated, competitive - which they see what Galaxy and other chocolate firms price their bars as and copy them. The last one is Penetration, which they use for new chocolate bars such as Fuse, and they priced it cheaper than Wispa and Time Out.



# Blind Tasting Test

c2

**AIM:** The blind tasting experiment was designed to find out how important taste is in influencing the purchase of chocolate.

**METHOD:** When we done the experiment, we gave each person 1 square of each type of chocolate. We chose 20 people, boys and girls of ages from 15/16 yr. old. Four questions were asked at the beginning: Which chocolate do you normally buy? Why is this the product you usually buy? Which product did you prefer in the blind tasting? and Was this the same product you usually buy? We asked these questions to see if people eat the chocolate because of the promotions or for the taste. The chocolate was disguised, I broke off the pieces and gave the chocolate straight to them to eat. I didn't let them look at the chocolate because it has indents of the brand on the chocolate. Also I didn't let them see the wrappers, I hid them.

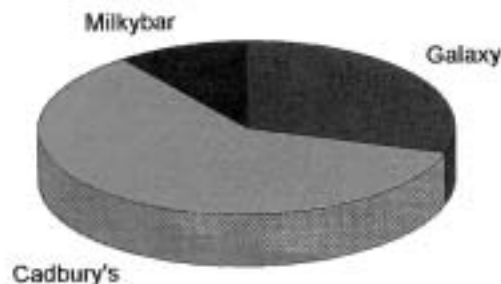
## RESULTS:

### 1. Which chocolate do you usually buy?

Galaxy	Cadbury's	Milkybar	Own Brand	Other
6	12	2	0	0

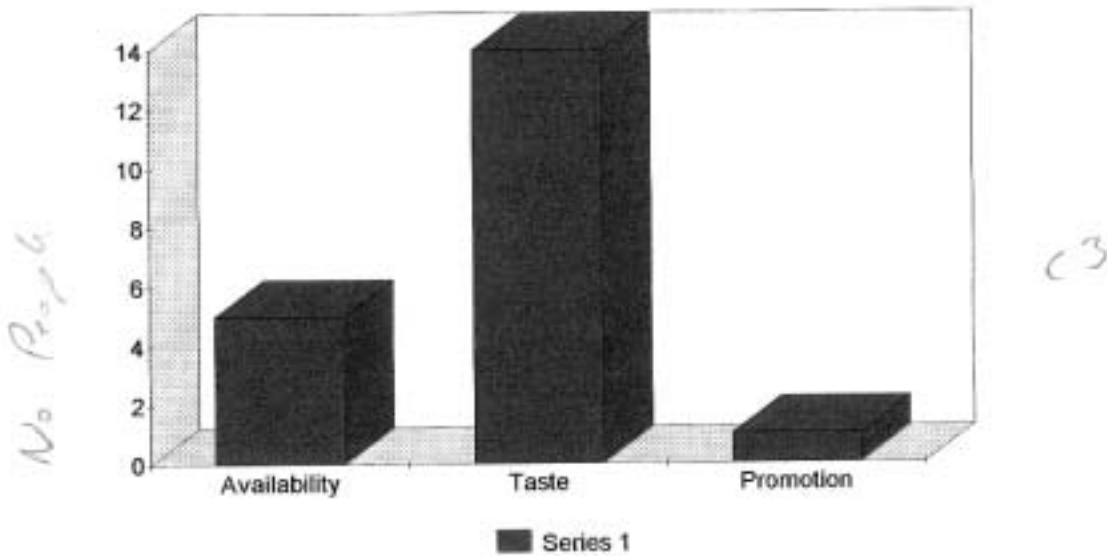
Chocolate

63%



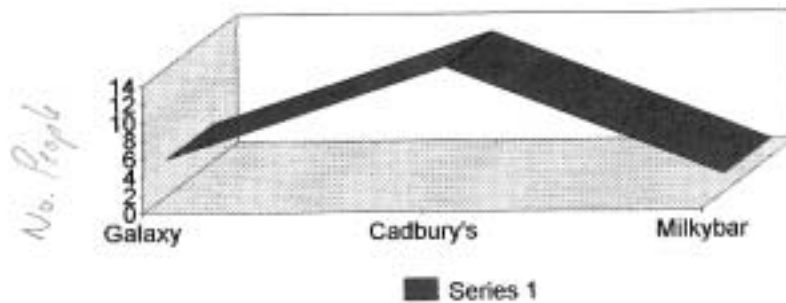
**2. Why is this the product you usually buy?**

Availability	5
Taste	14
Promotion	1



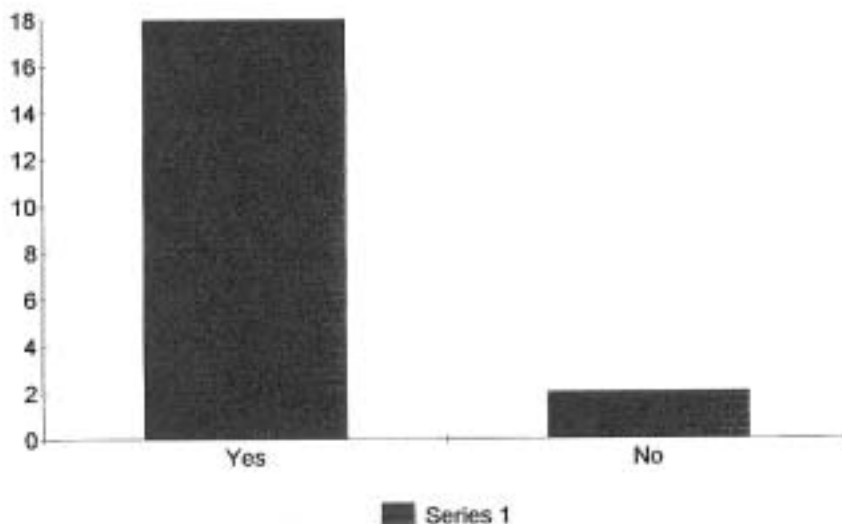
**3. Which product did you prefer in the blind tasting?**

①	②	③	④	⑤
Galaxy	Cadbury's	Milkybar	Own Brand	Other
4	14	2	0	0



#### 4. Was this the same product you usually buy?

Yes	No
18	2



**Analysis:** We learned that when asked which chocolate they ate, most people, 60% said they normally ate Cadbury's. The main reason for saying this was due to taste. The results from the blind tasting test appear at first glance to show that people eat Cadbury's because they prefer the taste. However this is not the true for everybody. Nearly 20% of people ate a different chocolate anyway and some people liked it just because it was available. This suggests that people eat chocolate for other reasons such as availability and promotions.

C62+

**Conclusion:** Although taste is an influential factor in determining which chocolate people ate, we must carry out further tests to see how influential price and availability can be.

**Evaluation:** The blind tasting test can be improved easily by having a break in-between each piece of chocolate because you may have the taste of the other chocolate in your mouth still. Also if we get another chance to do it, I would ask more people so we might get better results and they might say more than these ones. If we asked a variety of different ages, that might change the results as well.

# Promotion

**The importance of promotion is communication. Businesses need to communicate with their customers to let them know about their products and that there for sale. They need to know what the product is and how it will serve their needs. Promotion helps or persuades the customers to buy it for the first time or again. Its the most quick and direct form of communication in the marketing mix. There are many forms of promotion available such as:**

**Media Advertising** - This uses television, radio, magazines, national and local newspapers.

**Direct Mail** - This is simply businesses sending advertising leaflets directly to a household or business through the post.

**Sales Promotion** - This is when there are special offers, money off, discount vouchers. This encourages the customers to buy the product.

**Packaging** - This is how it attracts the customers to buy the product by a catchy name, brightness, environmentally friendly.

**Sponsorship** - This is how businesses pay football clubs, television programmes etc. to advertise their product. Its to put their product more in the public eye.

**Cadbury's promotes itself in the way that it uses television. Cadbury's has teamed up with Coronation Street so at every break, Cadbury's logo comes up and promotes their newest chocolate bar. This is how Cadbury's sponsors Coronation Street. They also advertise in magazines. Cadbury's don't really target their products at a specific market segment. They just advertise to everyone.**

# QUESTIONS!

1. If I say chocolate, what is the first brand that you think of?
2. Do you know which of the following products are sold by Cadbury's?

Wispa	Mars Bar
Smarties	Time Out
Flake	Ripple
3. Which television programmes does Cadbury's sponsor?
4. Complete the following slogan " The Nations ....."
5. What are the most recent T.V Advertisements about for Cadbury's?
6. What colour do you associate with Cadbury's?



# Promotion Questionnaire

## AIM:

The aim of this questionnaire is to discover if the promotion of your product, Cadbury's is easily recognised and to discover if it influences consumer choices.

## METHOD:

First I asked 14 people, boys and girls of ages from 15/16yr. olds, six questions all about Cadbury's chocolate. They each gave me a answer and I recorded it all onto a separate chart.

## RESULTS:

### Question 1.

Chocolate	People
Cadbury's	8
Galaxy	4
Nestle	2

### Question 2.

Right or Wrong	Chocolate	People
Right	Wispa	13 out of 14
Wrong	Smarties	0 out of 14
Right	Flake	14 out of 14
Wrong	Mars Bar	1 out of 14
Right	Time Out	14 out of 14
Wrong	Ripple	1 out of 14

### Question 3.

Programme	People
Coronation Street	12 out of 14
MTV Select	8 out of 14

### Question 4.

Slogan	Right or wrong	People
"The Nations Cadbury's"	Wrong slogan	6 out of 14
The Nations Favourite"	Right slogan	8 out of 14

*Question 5.*

Advertisement	People
Miniature Heroes	5 out of 14
Don't Know!!	6 out of 14
Window Washer ( Dairy Milk Bar )	3 out of 14

*Question 6.*

Colour	People
Brown	3 out of 14
White	1 out of 14
Pink	1 out of 14
<b>RIGHT ANSWER</b> Purple	9 out of 14

**ANALYSIS:**

From these results that I have collected, I have found out that most people - about 70% - know about Cadbury's Chocolate. 9 out of 14 people associate the colour purple with Cadbury's so that means 64% know it. This is good because this means the promotion part of Cadbury's has had an effect on people. The first question got you to think about the chocolate that first come into your head. I'm glad to see that 57% of people said Cadbury's. This is a good sign which says Cadbury's is well loved by people. If you take the third question which was which television programmes does Cadbury's sponsor, 85% knew Coronation Street sponsored it. This shows good promotion skills used well.

*cls*

**CONCLUSION:**

All in all, a lot of people know Cadbury's from the television. This is really good because it shows how much people watch the television and take in the advertisements for different things. Cadbury's did fail in the fifth question which it asked people what are the most recent advertisements about for Cadbury's. 42% didn't know because there aren't many around. That's one of the improvements Cadbury's need to make. They need to bring out regular advertisements for the newest chocolate bars to keep people interested in them.

*cls*

62

# Price/Place Survey

## AIM:

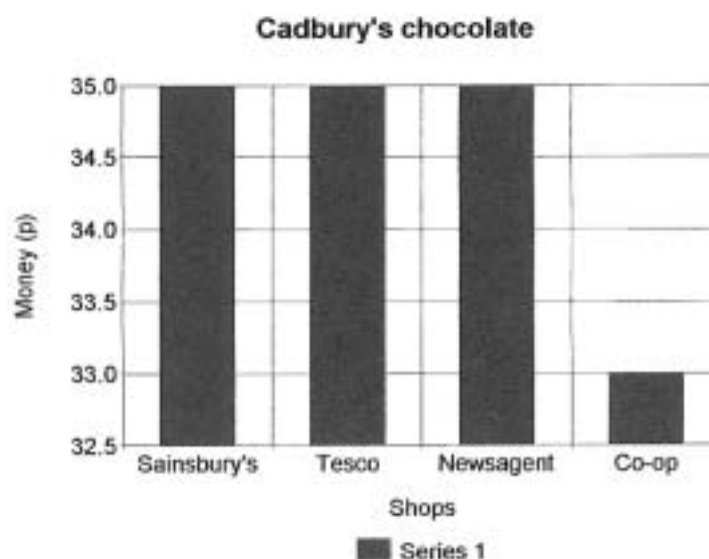
The aim of my price/place survey is to discover if my chosen product is priced competitively and available in the same retail outlets as its main competitors.

## METHOD:

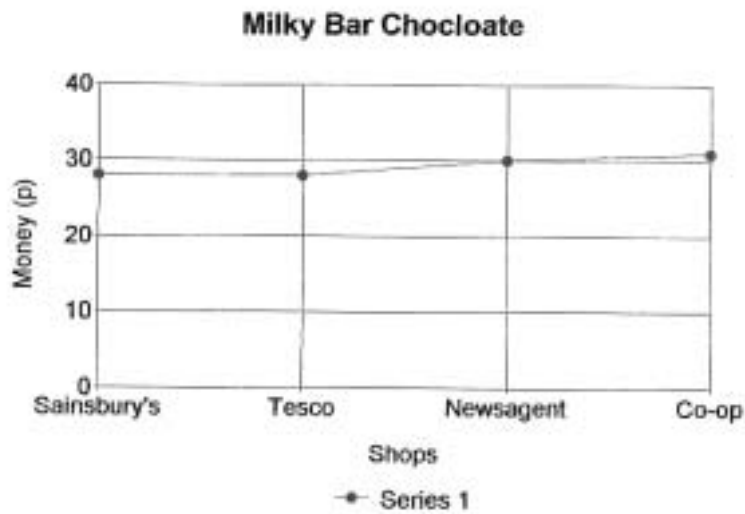
First we visited a variety of shops i.e. Sainsbury's, Tesco, Newsagent and Co-op. Next we went round them and checked to see if they sold bars of Cadbury's chocolate and at what price. Lastly we drew up the results in a chart.

## RESULTS:

	Sainsbury's	Tesco	Newsagent	Co-op
Cadbury	35p	35p	35p	33p
Galaxy	32p	32p	32p	35p
Milky Bar	28p	28p	30p	31p
Own Brand	28p	29p	NONE	NONE







**ANALYSIS:**

From the results that I have collected from my survey, I have found that my chosen product, Cadbury's, is being sold at nearly every place that I visited. Each of the shops is selling Cadbury's at around about the same price. This shows that its easy to get hold of my product and it is not being charged at a too high or low price.

CU

**CONCLUSION:**

Price is an influential factor. People try and buy the product at the lowest price which shows that Sainsbury's and Tesco's are the most popular places to get it from because there prices are lower than the ones in the newsagents or Co-op. The variety of shops to get Cadbury's from is really good because its available nearly everywhere.

CS

**EVALUATION:**

The price/place survey could be improved easily by finding more shops that sold Cadbury's and to see if they sold it at a lower price. It would be good if I could find out which place sold the cheapest and dearest chocolate.

12

# EVALUATING PACKAGING

Use the five-point scale below to evaluate the effectiveness of the packaging.

- 1 not at all
- 2 not very
- 3 adequate / O.K.
- 4 quite
- 5 very



<i>Circle the number you think is most accurate.</i>	
How well does the packaging contain the product?	1 2 3 4 <b>5</b>
How well does the packaging protect the product from the environment?	1 2 <b>3</b> 4 5
How convenient is the product to use?	1 2 3 <b>4</b> 5
How convenient is the product to open/close?	1 2 3 <b>4</b> 5
How effective is the packaging in communicating essential information to the customer?	1 2 3 <b>4</b> 5
How effective is the packaging in persuading the customer to buy the product?	1 2 3 <b>4</b> 5
How economical is the packaging in the use of materials?	1 <b>2</b> 3 4 5
How environmentally friendly is the packaging?	1 <b>2</b> 3 4 5

# Evaluating Packaging

## AIM:

The aim of this packaging experiment is to find out how influential packaging is in influencing the public's choices.

## METHOD:

I have evaluated the packaging for Cadbury's Dairy Milk Chocolate. I have done this by evaluating it in terms of a sheet of questions e.g. *How economical is the use of materials?* We used this question to see if there is wastage included.

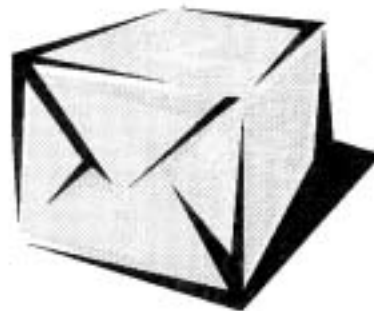
## ANALYSIS:

It is important that the packaging of a product performs well. In order to attract customers you need to promote the product to a variety of market segments.

Cadbury's scored well in how well the packaging contains the product. This is a good thing. It scored low in how economical the packaging is. This is bad because more people are now becoming eco-friendly and will put customers off buying it.

## CONCLUSION:

All in all, I think Cadbury's has got good packaging. It lacks in environmental friendliness so they could use something else instead of using foil. Foil does not biodegrade so it's not very good to use. That's the only thing it lacks. All the rest is fine.



# Conclusion

The aim of my coursework is to evaluate the effectiveness of a marketing campaign. I have chosen to do Cadbury's Dairy Milk Chocolate because it's one of the most popular brands and it's really tasty. In the chocolate market my chosen product Cadbury's was the market leader and had 60% of the chocolate market. This leads me to believe that they had the best marketing campaign so I did a number of tests to discover which of the 4P's Cadbury's was using well.

I did a price/place survey that showed that Cadbury's is the same price as its competitors and available in the same places therefore the main reason why Cadbury's sells well isn't price or place but product or promotion that sells the product. (62)

I did a blind tasting test to see which brand of chocolate people enjoy and why. The results showed that Cadbury's had the best product in the chocolate market so this gives me a strong indication why it is the market leader. However people said the reason why they bought it was due to the promotion as well as taste so further research is needed. Earlier I did a promotion questionnaire, which told me that 9 out of 10 people recognise Cadbury's slogans, colours and advertisement. This shows how much promotion plays a part in Cadbury's. This suggests that promotion is good.

In the 4P's, product and packaging has influenced me the most because it's well wrapped and sold, brightly coloured, has all the necessary information on the wrapper and the chocolate itself is well made with a good balance of all the ingredients. It's not too sticky, it's just right. We also did a packaging test, which highlighted all those points. This means that people like the product and packaging and it attracts a lot of people. (63)

There were a few problems in doing the blind tasting test. I could have tested more people because then I would have got clearer results. In the price/place survey I could have gone to more shops and looked more into it. I did find out that all of the shops sold Galaxy and Cadbury's which is good because they are the two main competitors.

I think I have done well in the whole coursework. I could have done improved it more by putting more effort into it and not rushing it so much. Also I could have looked into Cadbury's a bit more and understood it better. In the future I think Cadbury's will carry on expanding. I think Cadbury's could put different flavours into their chocolate bars. Instead of just making them plain they could have strawberry filling in them or something like that. This could be a totally new range for them.

---

## 6 COURSEWORK ADMINISTRATION PACK

---

This Coursework Administration Pack is designed to accompany the OCR GCSE Business Studies A specification for teaching from September 2001.

The forms in this pack are for use with the following specification:

- **Business Studies A (1951)**

A master copy of all GCSE Administration Packs will be sent to Examinations Officers during 2001.

Centres are permitted to copy materials from this booklet for their own internal use.

Contents:

### **Compulsory Recording Materials**

Coursework Cover Sheet

### **Optional Recording Materials – Coursework Enquiries**

Coursework Enquiry Form

These materials will **not** automatically be sent out annually.

All forms may be photocopied and used as required. Additional copies may be downloaded from the OCR website [www.ocr.org.uk](http://www.ocr.org.uk).

## COMPULSORY RECORDING MATERIALS

**Coursework Cover Sheet:** A Coursework Cover Sheet must be attached to each piece of work sent to the Moderator. Normally, the work will be returned to the Centre before the end of the Summer term, although some work may be retained for use in the awarding process or for archive. No comment on the work will be given when the sample is returned, but feedback on moderation will be provided when Results are issued.

## INTERNAL STANDARDISATION

Where more than one teacher in the Centre has marked the work for a particular coursework component, the Centre must standardise the marking in order to ensure that candidates who have demonstrated the same level of attainment receive the same mark and that the rank order of the coursework marks for the Centre as a whole is appropriate.

## SUBMISSION OF MARKS

OCR will send Centres internal assessment mark sheets (MS1) for the submission of coursework marks, along with instructions for completing and returning the mark sheets. Coursework marks may also be submitted electronically by EDI. The dates for despatch of MS1 mark sheets and for submission of coursework marks are given on the Key Dates poster for each session. Centres must ensure that they keep a copy of their coursework marks.

## MODERATION

Moderator address labels will be sent to Centres shortly before the coursework mark submission date. Where the Centre has ten or fewer candidates entered for a coursework component, all the candidates' work should be sent to the Moderator. Where there are more than ten candidates, the Centre should send all marks to the Moderator by the mark submission deadline and keep the work secure. The Moderator, once he/she has received the marks from the Centre, will contact the Centre to request a sample of work. Centres should respond promptly to any requests for work from the Moderator. A report on the outcome of the moderation will be sent to Centres at the time results are issued.

## GENERAL COURSEWORK REGULATIONS AND PROCEDURES

General coursework regulations and procedures including those concerning lost or incomplete coursework are given in the OCR *Handbook for Centres*.

## OPTIONAL RECORDING MATERIALS

**Coursework Enquiry Form:** This form should be used to request advice on the suitability of coursework tasks.

Coursework enquiries for Business Studies should be sent to OCR at the following address:

Administrative Officer (Business and Commerce Team)

OCR

Mill Wharf

Mill Street

**BIRMINGHAM**

B6 4BU

Correspondence should be marked 'Coursework Enquiry'.





**BUSINESS STUDIES A (1951)**

**GCSE**

**Coursework Cover Sheet**



This cover sheet must be completed for each piece of coursework in the moderation sample and signed by the teacher.

<b>Centre Name</b>	
--------------------	--

<b>Centre Number</b>					
----------------------	--	--	--	--	--

<b>Candidate Name</b>		<b>Candidate Number</b>				
-----------------------	--	-------------------------	--	--	--	--

**Approval by teacher**

I certify that to the best of my knowledge the work submitted is the candidate's own work unaided except in the normal processes of teaching.

Signature \_\_\_\_\_

Date \_\_\_\_\_

continued overleaf

Please give the mark awarded against each of the assessment criteria, and where appropriate, comment on why the mark has been awarded.

CRITERIA	MAX MARK	MARK AWARDED
1 A clear aim appropriate to the investigation <i>Comments:</i>	4	
2 Collection of information <i>Comments:</i>	11	
3 Presentation of information <i>Comments:</i>	7	
4 Use of business language, techniques and concepts <i>Comments:</i>	11	
5 Analysis and interpretation of information <i>Comments:</i>	12	
6 Evaluation and recommendations <i>Comments:</i>	11	
SUB TOTAL		
Quality of Written Communication (max 4)		
TOTAL (max 60)		

Additional comments:

---



---



---



---

**BUSINESS STUDIES A (1951)**

**GCSE**

**Coursework Enquiry Form**



<b>Centre Name</b>		<b>Centre Number</b>						
<b>Address</b>								

**Proposed title:**

**Details**

Indicate how the work will be undertaken. Include any strategies for differentiation and indicate where there is scope for individuality and initiative. If relevant, please give an indication of the ability spread of the candidates.

Include any guidance sheets prepared for the candidates.

**(continued overleaf)**

<b>Teacher's Name</b>		<b>Date</b>	
-----------------------	--	-------------	--

(continued)

**Consultant's  
Initials**

**Date**

### INSTRUCTIONS FOR COMPLETION OF THIS FORM

There is no requirement, for this specification, for coursework tasks to be given prior approval by OCR. However, if devising a title that is not prescribed in the specification, it is recommended that advice is obtained from OCR before candidates begin their work. This form may be used to request advice on the suitability of coursework tasks. There is no charge for this service.

- 1 One form should be used for each title. Please ensure that the appropriate details are given at the top of the form.
- 2 Details of the title, including any worksheets and background information should be attached securely to the form.
- 3 The form and any enclosed material should be sent to:  
  
The Administrative Officer, Business and Commerce Team, OCR, Mill Wharf, Mill Street,  
Birmingham, B6 4BU.  
  
You are strongly advised to retain copies.
- 4 While the Consultant will normally respond quickly, you should allow a period of four weeks between submission of this form to OCR and its return.
- 5 You are advised to enclose a copy of the Consultant's report with the candidates' coursework when it is submitted for external moderation.