

Oxford Cambridge and RSA Examinations



OCR GCSE IN BUSINESS STUDIES B (MODULAR)

1952

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

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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 B (1952). 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 assignment marking guidelines.

Commentary is given on a selection of titles covering a range of assignments. Not all of the potential titles are covered in this booklet. 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

Those teaching the specification have the following options in devising suitable coursework.

- A Centre devised title, using the guidance within the specification. (Centres should use the consultancy service offered by OCR in order to check the suitability of their proposed assignment.)
- Following the supported Coursework assignment.

Details of these options are contained in the specification, and further advice is available from the OCR Birmingham office.

2.1 CENTRE/CANDIDATE BASED TITLE

There are no prescribed titles in this specification. Centres are free to develop their own titles, which may be the same for all candidates within a Centre, or unique to each candidate. Where possible it should be centred on the local area.

In developing a suitable title, care should be taken to ensure that:

- The title directs the candidate to an investigative and not descriptive assignment.
- There is sufficient scope to produce a piece of work of approximately 2 500 words, taking no more than 10 hours to complete.
- The area of investigation is not too wide, and does not involve unnecessary work which may be outside the limits of the specification content of Units 1 and 2.
- The work can be marked using the assessment criteria given in Section 4.

Centres developing 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).

Examples of suitable titles are given in Section 3.3.

2.2 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 of 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 project are required to register an interest with the Birmingham office, from where further information is available.

OCR

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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 should be given guidance in the following areas:

3.1.1 Choice of Title

Candidates may feel it would be suitable, for example, to investigate a local sole trader. A title based on the pricing strategy of the sole trader could well lead to an informative, but very short, piece of work. An investigation based on how marketing 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 for 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 is 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 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 larger businesses do produce student packs which may be of some general use, though these will need to be supplemented by individual primary research.

3.1.2 Method of Study

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

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

3.1.3 Understanding the Assessment Criteria

Teachers involved in the planning, delivery and marking of assignments should be fully aware of the rationale behind each assessment 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 only cover 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 2500 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 that 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. 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 the 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 on, for example, the clarity of expression, spelling, punctuation and grammar should be emphasised, especially where business terminology is used.

3.3 EXEMPLAR COURSEWORK TITLES

The following examples of suitable coursework titles are provided for guidance.

Wherever possible, investigations should be rooted in the candidate’s local area, drawing on experiences and work completed for Unit 1.

- How should local businesses react to the introduction of a large supermarket in the local area?
- Would the local area provide a suitable location for (suitable business)?
- How and why do the objectives of businesses in the local area vary?
- How might (suitable business) increase its market share?
- How might (suitable product or service) be made more profitable?
- What recommendations would you make to (suitable businesses) regarding their training programmes?
- Should (suitable businesses) modify their production methods in any way?

In all cases, it is important that there is sufficient material available for the candidate to complete an assignment of 2 500 words and meet the necessary assessment criteria.

4 MARKING CRITERIA FOR INTERNALLY ASSESSED WORK

Criterion 1	A clear aim appropriate to the investigation	Max 4
	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
Criterion 2	Collection of information	Max 11
	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
Criterion 3	Presentation of information	Max 7
	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
Criterion 4	Use of business language, techniques and concepts	Max 11
	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

Criterion 5	Analysis and interpretation of information	Max 12
	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
Criterion 6	Evaluation and recommendations	Max 11
	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
Quality of Written Communication		Max 4
	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
		Total 60

5 EXEMPLAR MATERIAL

CANDIDATE A

General Comments

The candidate has made a reasonable start to the work by stating some aims of the assignment, though these have not been developed further within the work. There is evidence of some primary research and graphical display of the results. Evaluation and recommendations are lacking.

CRITERION 1

The aim of the work is stated, together with a list of tasks to be achieved. The assignment would have benefited from an explanation of the rationale behind the general strategy stated.

Marks 2

CRITERION 2

A limited amount of information has been collected which links to the aim; this could have been developed much further. The map and other possible diagrams could have been used rather more.

Marks 3

CRITERION 3

The variety of presentation techniques is restricted. The graphs are not always clear, and the assignment lacks an overall clarity. In particular, the tally chart could have been presented much more clearly. In this style of assignment there is the opportunity to use maps, diagrams, charts, photographs as well as text to present the information.

Marks 2

CRITERION 4

Business language is restricted to primary and secondary research, whilst techniques are limited to an attempt at tally charts to count information, and simple graphs. A greater understanding and application of location principles and data gathering is required.

Marks 2

CRITERION 5

The use of a tally chart and graphs are evidence of an attempt being made to analyse the data collected.

Marks 1

CRITERION 6

There is no attempt at evaluation or recommendations.

Marks 0

QUALITY OF WRITTEN COMMUNICATION

The candidate just reaches the lowest rewardable level, showing an ability to express straightforward ideas, with some errors in spelling punctuation and grammar.

Marks 1

Total Marks 11

This places the candidate at the F/G threshold.

MY AIMS

These are my aims

I aim to find out if it will be worthwhile for a shop providing mobile phones in my local area

I will achieve this aim by completing the following :

CARRY OUT PRIMARY RESEARCH

LOOK AT MY LOCAL AREA & FIND OUT IF THERE IS ANY COMPETITION

USING A MAP OF MY LOCAL AREA HIGHLIGHT THE COMPETITION (IF ANY) & ALSO HIGHLIGHT SUITABLE LOCATIONS FOR MY SHOP

DESIGN A QUESTIONNAIRE 2 FIND OUT IF PEOPLE WILL COME TO THE SHOP & WHAT TYPE OF PHONES THEY WILL WANT

TAKE PHOTOGRAPHS OF ANY SHOPS THAT ARE EMPTY & OF THE AREA

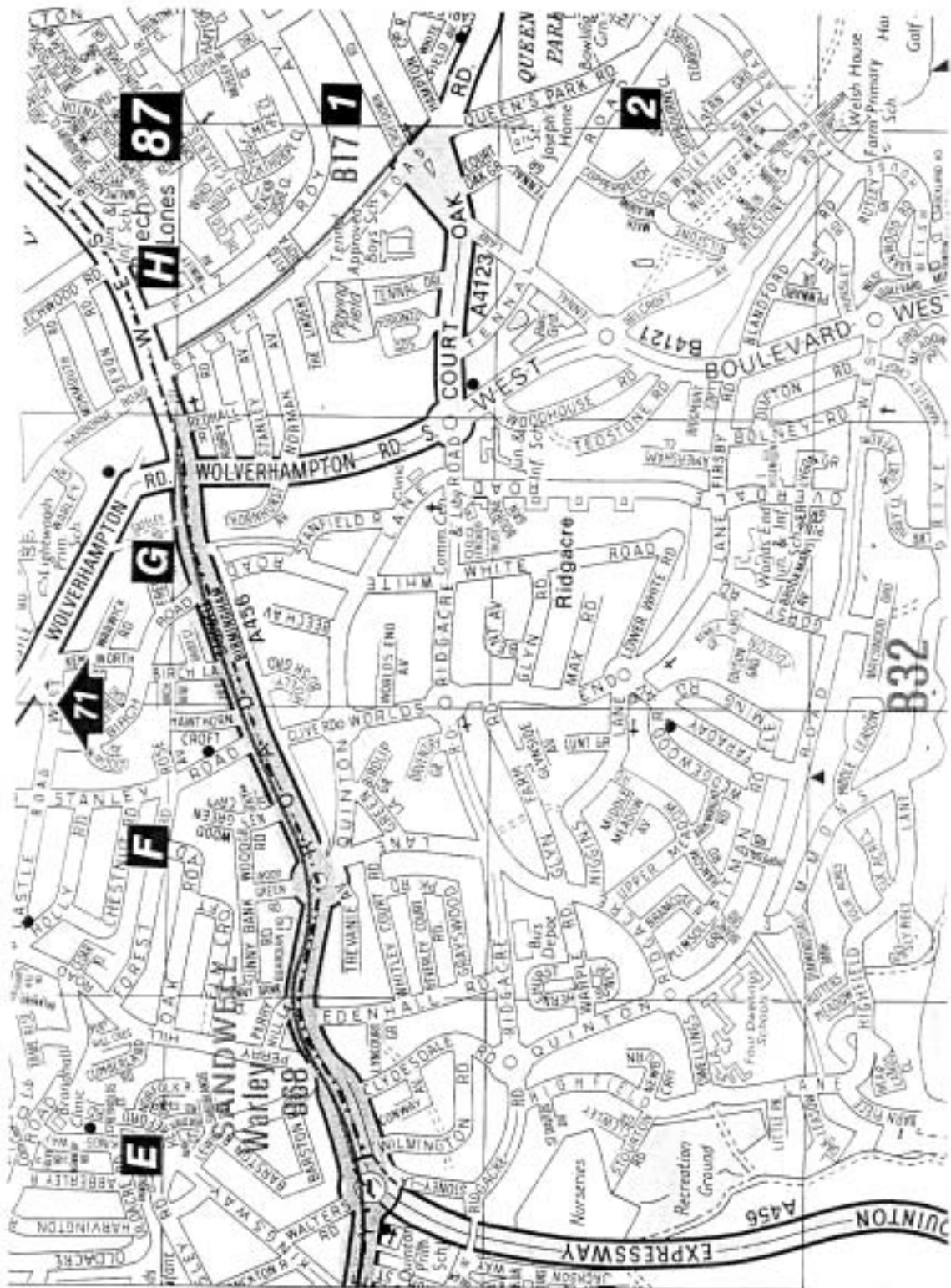
GO 2 OTHER PHONE SHOPS & FIND OUT WHAT MOBILE PHONES THEY SELL & AT WHAT PRICES THEY SELL THEM AT

✓ CARRY OUT SECONDARY RESEARCH

Market Research

I'm going to carry out my market research through a questionnaire. I am also going to be asking a random of people to fill it in. In my questionnaire I am going to ask 10-11 questions to find out where people would like a stationery shop to be opened and questions about the ~~stationery~~ ^{phones} they buy.

As a part of my market research I will visit my chosen area and survey the area. I will also find out about the local competition and write down any notes or sketches that I think are necessary.



QUESTIONNAIRE

- 1 Gender Male Female
- 2 Age 11/14 15/16 17/20 21/30 30+
- 3 What is your favourite network?
Orange One2One Vodafone Cellnet
- 4 What is your favourite type of phone?
Nokia nec bosh Ericsson
- 5 Have you ever used a hands free set? Yes No



- 6 Do you like a phone with a face off?
Yes No
- 7 What is your favourite colour phone?
Red Yellow
Blue
- 8 Do you prefer you phone to on bill or on credit?
Yes No
- 9 How many phones have you had?
None One
More than five
- 10 Are you happy with your phone?
Yes No

Thank You For Filling In The Questionnaire!!

QUESTIONNAIRE

1 Gender Male Female

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Orange One2One Vodafone Cellnet

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More than five

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Thank You For Filling In The Questionnaire!!

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- 6 Do you like a phone with a face off?
 Yes No
- 7 What is your favourite colour phone?
 Red Yellow
 Blue
- 8 Do you prefer you phone to on bill or on credit?
 Yes No Bill

- 9 How many phones have you had?
 None One
 More than five
- 10 Are you happy with your phone?
 Yes No

Thank You For Filling In The Questionnaire!!

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Red Yellow
Blue
- 8 Do you prefer you phone to on bill or on credit?
Yes No
- 9 How many phones have you had?
None One
More than five
- 10 Are you happy with your phone?
Yes No

Thank You For Filling In The Questionnaire!!

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Orange One2One Vodafone Cellnet

4 What is your favourite type of phone?
Nokia nec bosh Ericsson

5 Have you ever used a hands free set? Yes No



6 Do you like a phone with a face off?
Yes No

7 What is your favourite colour phone?
Red Yellow
Blue

8 Do you prefer you phone to on bill or on credit?
Yes No *Credit*

9 How many phones have you had?
None One *2*
More than five

10 Are you happy with your phone?
Yes No

Thank You For Filling In The Questionnaire!!

QUESTIONNAIRE

- 1 Gender Male Female
- 2 Age 11/14 15/16 17/20 21/30 30+
- 3 What is your favourite network?
 Orange One2One Vodafone Cellnet
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- 6 Do you like a phone with a face off?
 Yes No
- 7 What is your favourite colour phone?
 Red Yellow
 Blue
- 8 Do you prefer you phone to on bill or on credit?
 Yes No

Bill

- 9 How many phones have you had?
 None One
 More than five
- 10 Are you happy with your phone?
 Yes No

Thank You For Filling In The Questionnaire!!

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1 Gender Male Female

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 Red Yellow
 Blue

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 Yes No

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 None One
 More than five

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 Yes No

Thank You For Filling In The Questionnaire!!

Gender Male III
Female IIII

Age 11/14 II
15/16 III
17/20
21/30 I
30+ II

networks = Orange III
One2One II
Vodafone I
Cellnet III

phone =
Nokia @ IIII
nec @
BUSH
Ericsson I

hands free yes IIII
no I

face off yes IIII
no III

color Red I
Blue IIII
yellow

bill
credit

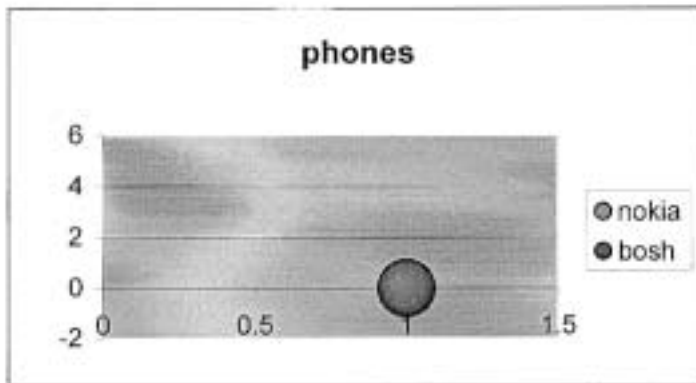
How many phones?
None III
one I
more than 3 I

happy phone = IIII
I

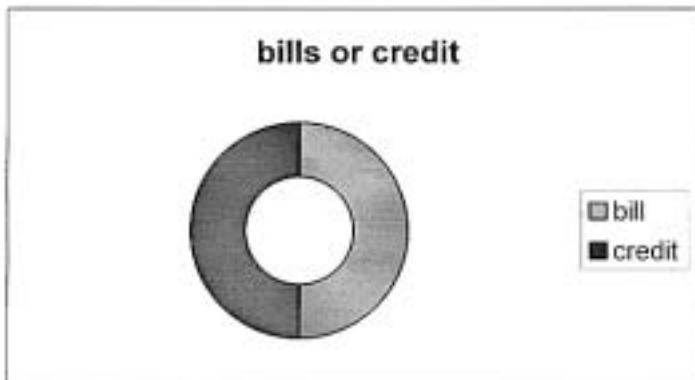
Research

Here are some examples of what kind of ~~clothes~~^{phone} will be available in my shop:

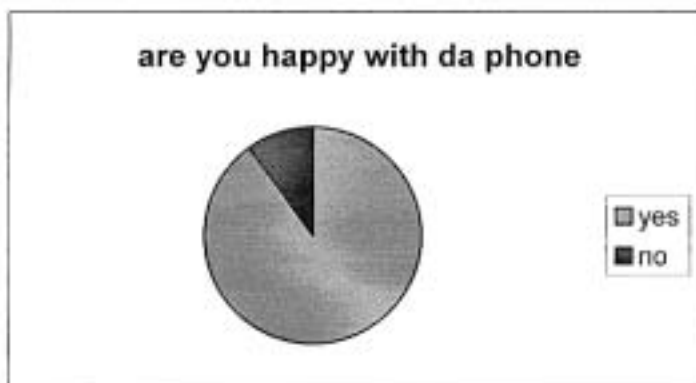
- Mobile Phones
- Face offs
- hands Free Kits
- phone on all networks.



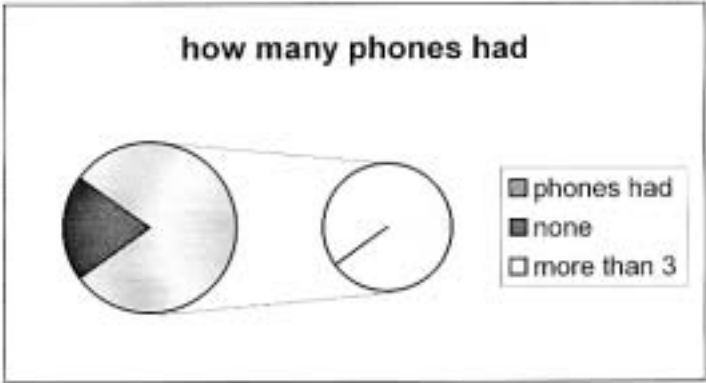
this is a graph on phones



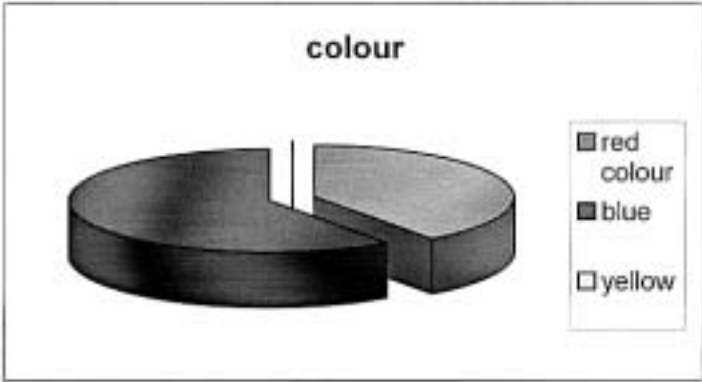
this is a graph on phones on bill or credit



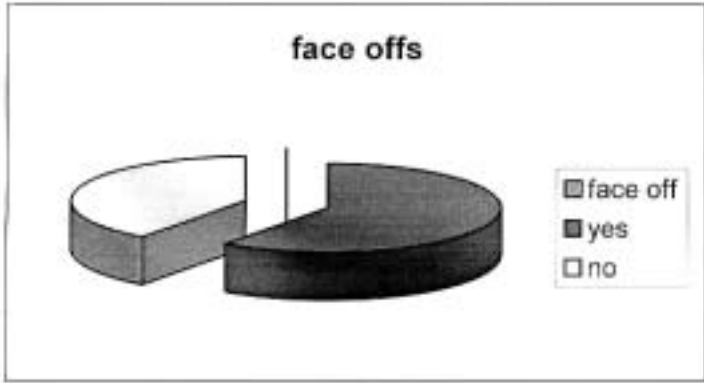
are you happy with your phone



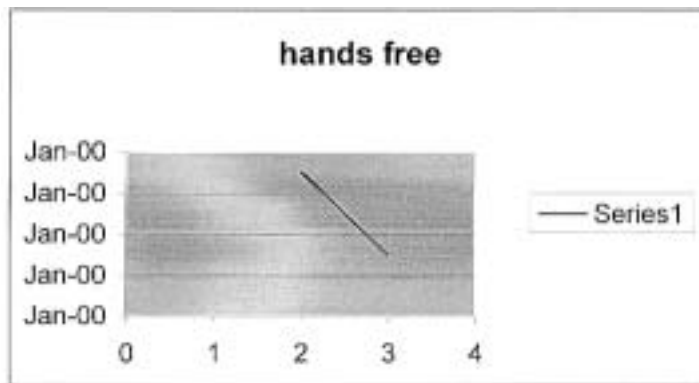
how many phones have you had



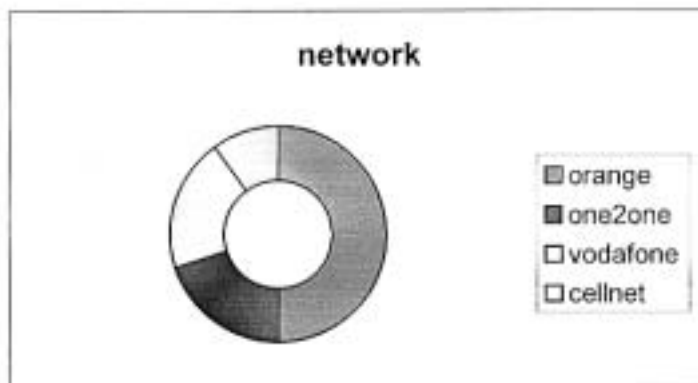
this is a graph on phones colours



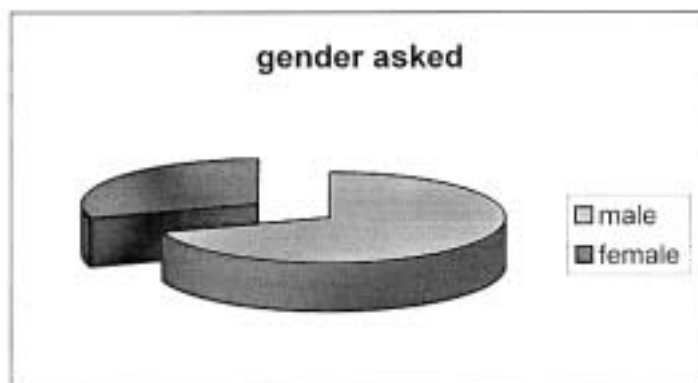
this is a graph on face offs



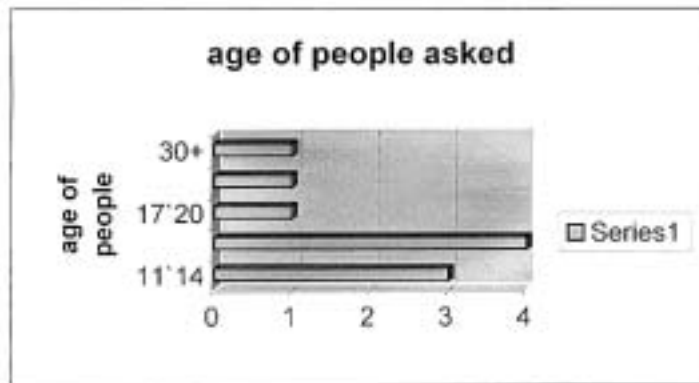
this is a graph onhands free



this is a graph on nekworks



this is a graph on the gender asked out of ten



this is a graph on the age of people asked

CANDIDATE B

General Comments

The candidate has chosen to investigate the possibility of opening an arcade entertainment centre in the local area. An aim is clearly stated, which is developed throughout the work. Primary and secondary research is collected, with some evidence of analysis and evaluation.

CRITERION 1

The aim of the assignment is clear, with some attempt at explaining a strategy to be employed. More could have been made of the nature of the research, and how the target market was to be identified and investigated.

Marks 2

CRITERION 2

Primary research has been collected in the form of 30 questionnaires together with a limited amount of map evidence and subject specific information. Further data is collected on clients using existing facilities in the area. More could have been made of the site of the proposed arcade, using more detailed maps and diagrams.

Marks 7

CRITERION 3

Presentation of the assignment is good, showing some variety in techniques. The graphs are rather small but remain clear. The investigation would have benefited from the use of maps at different scales, diagrams and photographs to present the different types of data collected.

Marks 5

CRITERION 4

The use of business language and techniques is at times limited to general ideas on access to and use of particular areas. The data is well organised and relevant to the study.

Marks 6

CRITERION 5

Analysis of the data is attempted, with some understanding of the importance of the results. Simply repeating in words that which a graph has shown is of little benefit. This should be avoided.

Marks 5

CRITERION 6

Evaluation and recommendations are rather general, and are weaker for not using figures from the earlier analysis. In order to achieve high marks in the criterion, it is essential that recommendations are supported from the evidence collected. However, the recommendations are related to the proposed location.

Marks 5

QUALITY OF WRITTEN COMMUNICATION

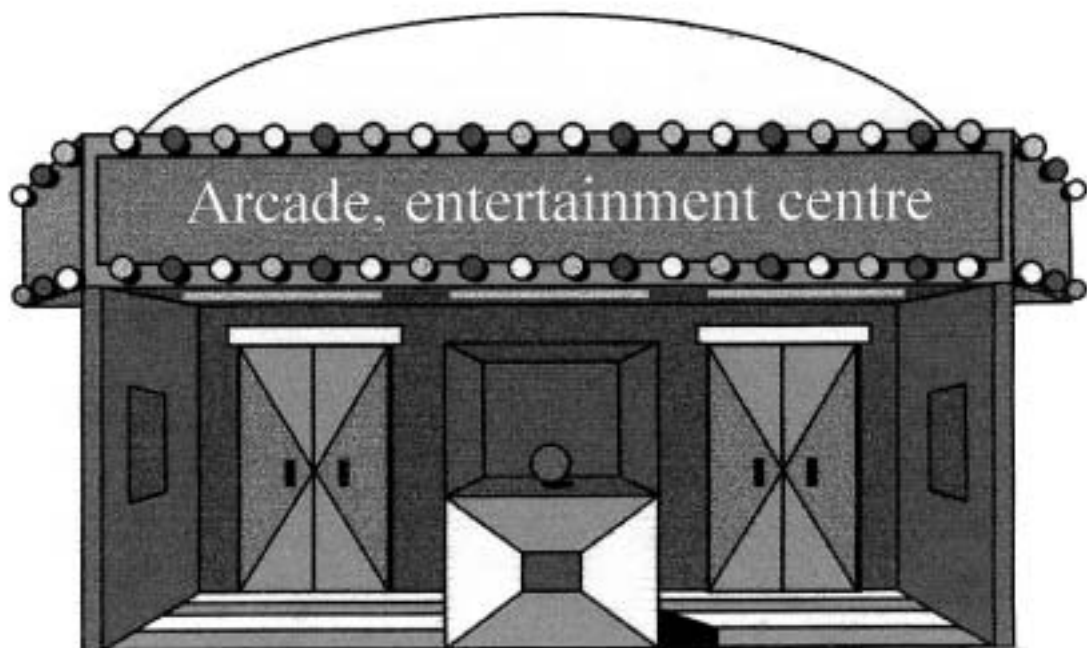
The candidate expresses general ideas relatively clearly, with some errors in punctuation and grammar.

Marks 2

Total Marks 32

This places the candidate on the C/D threshold.

Is the Peel Centre a good situation for an arcade, entertainment centre?



Contents Page

- 1) Contents
- 2) Introduction
- 3) Prediction
- 4) Where Bristol Road is situated in Gloucester
- 5) Questionnaire
- 6) Questionnaire Results presented in a table
- 7) Results of questions 1+2 presented on graph
- 8) Results of questions 3+4 presented on graph
- 9) Results of questions 5+6 presented on graph
- 10) Results of questions 7+8 presented on graph
- 11) Questionnaire Results Analysis
- 12) Research
- 13) Passing Trade
- 14) Would the arcade bring more people to the Peel Centre?
- 15) Conclusion
- 16) Evaluation
- 17) Bibliography

Introduction

In this project my aim is to find out:

Is the Peel Centre is a good situation for an arcade, entertainment centre?

To find out this information I will ask 30 questionnaires to different people and to see if people will go and spend substantial amounts of money there. Also there will be an entertainment centre upstairs which will be a laser quest. 21

Gloucester has a population of just over 100,000 and is one of the smallest cities in England. I chose to have an arcade, entertainment centre in Gloucester because there is not many places for the whole family to have fun. There are places for certain age limits to go to for example:

Quay Club	Cinemas	Liquid
Minnesota Fats	Megabowl	Leisure Centre

As you can see there are not many places to go and that is why I chose to the project. The Peel Centre is situated on Southgate Street about half a mile away from the city centre. The Peel Centre is easy accessibility and is well seen from the road.

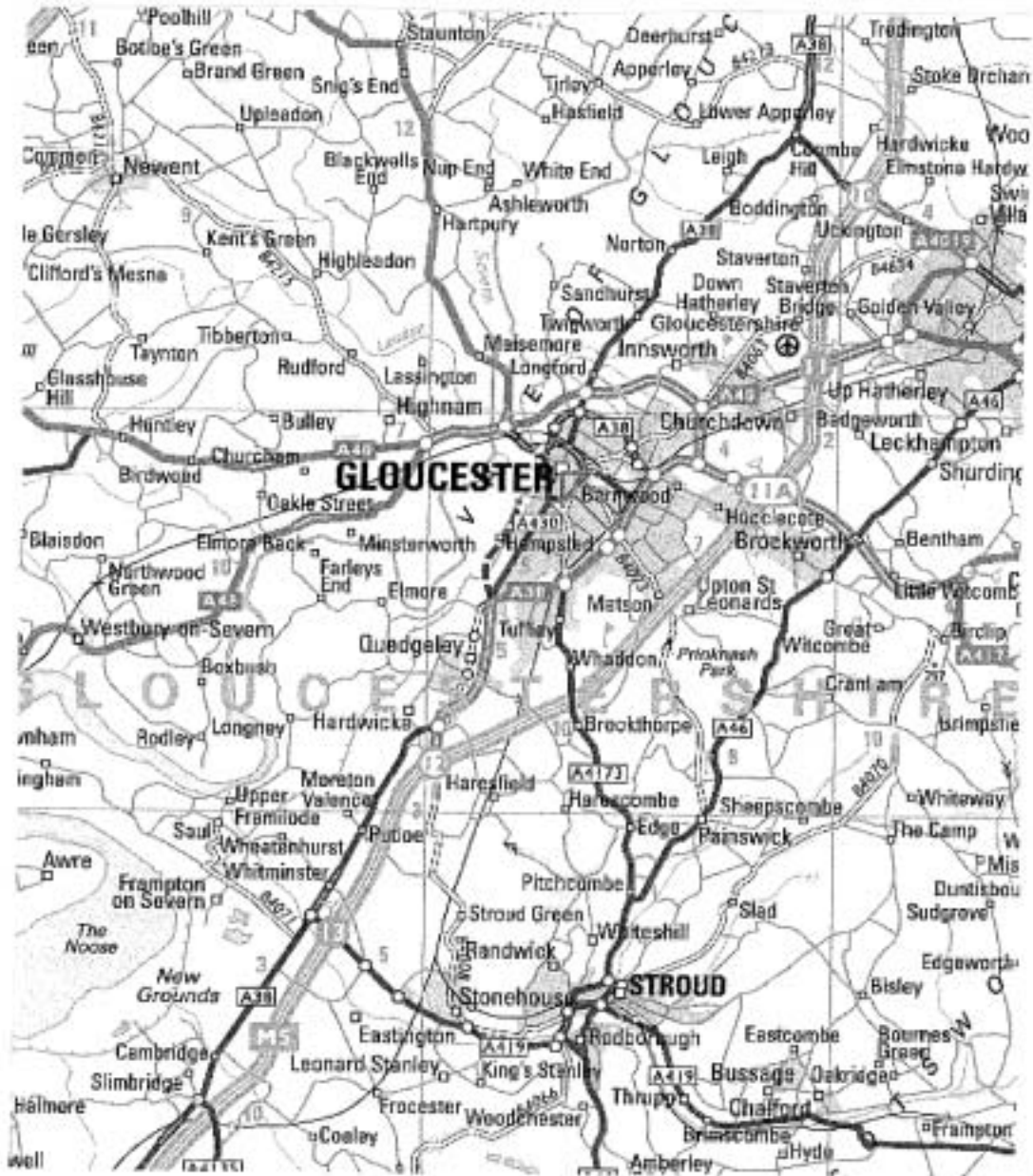
✓ background

Prediction

I predict that Peel Centre is a good position for the arcade, entertainment centre because there are a lot of people that visit the Peel Centre for leisure activities and shopping. There are two restaurants, cinema, bowling, Toys R Us and other shops in the centre and there is always passing trade along the Bristol Road, this road comes in from Quedgely and leads to the city centre.

I also predict that to purchase or rent all the equipment will be a lot of money, I should be able to make it again and more by the second year of it being open.

Where Bristol Road is situated in Gloucester



✓ C3

Business Studies Questionnaire

Do you think the Peel Center is a good position for an arcade?
.....

Is it easy access for people to get to the Peel
Center?.....

Do you think their should be an arcade in
Gloucester?.....

If no, do you think it will cause
trouble?.....

How much money would you spend
there?.....

How often would you got there?

Once a week

Once a month

Never

Other

Would you go more during the
holidays?.....

Would you go there with your
friends?.....

Weak

C4.

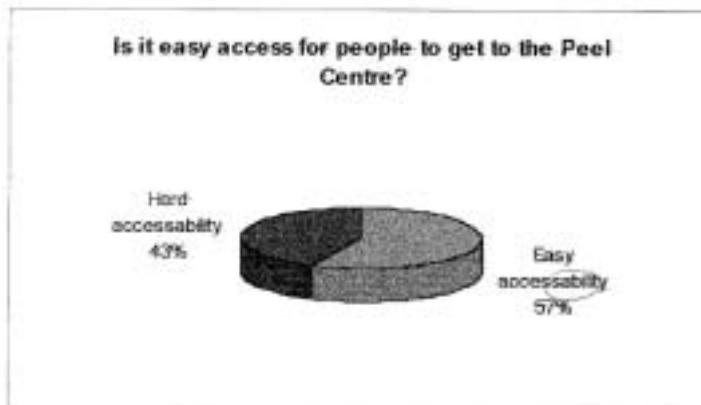
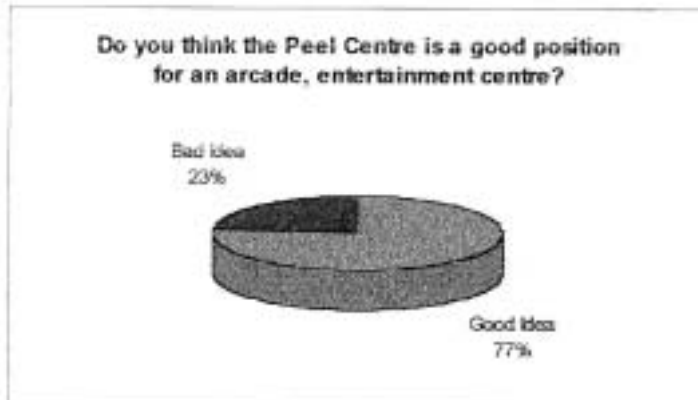
**Is the Peel Centre is a good situation for an arcade,
entertainment centre?**

First I started by asking a questionnaire to all different types of people to see if they would go to the arcade, entertainment centre, I asked 30 people all together. These were the results I obtained:

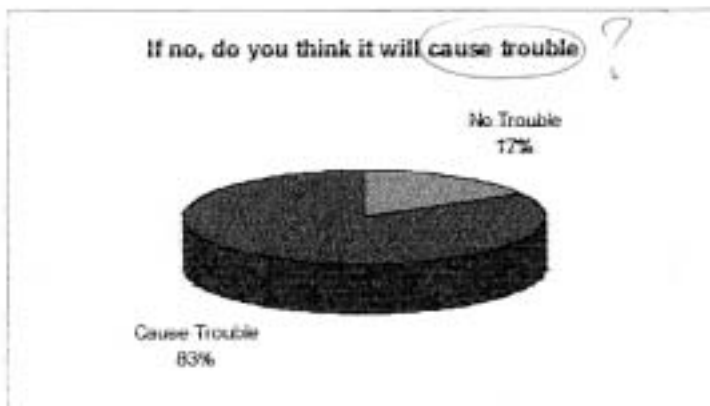
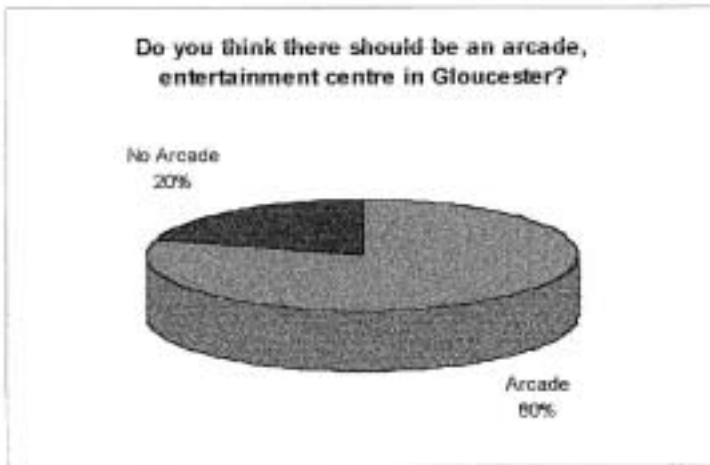
Questions	Answers
Do you think the Peel Centre is a good position for an arcade?	23 YES 7 NO
Is it easy access for people to get to the Peel Centre?	17 YES 13 NO
Do you think there should be an arcade, entertainment centre in Gloucester?	24 YES 6 NO
If no, do you think it will cause trouble?	1 NO 5 YES
How much money would you spend there?	£5-15 £10-7 £15+-8
How often would you go there?	Once a week-26 Once a month-2 Other-1 Never-1
Would you go there more during the holidays?	YES-29 NO-1
Would you go there with your friends ?	YES-23 NO-7

c2
c3

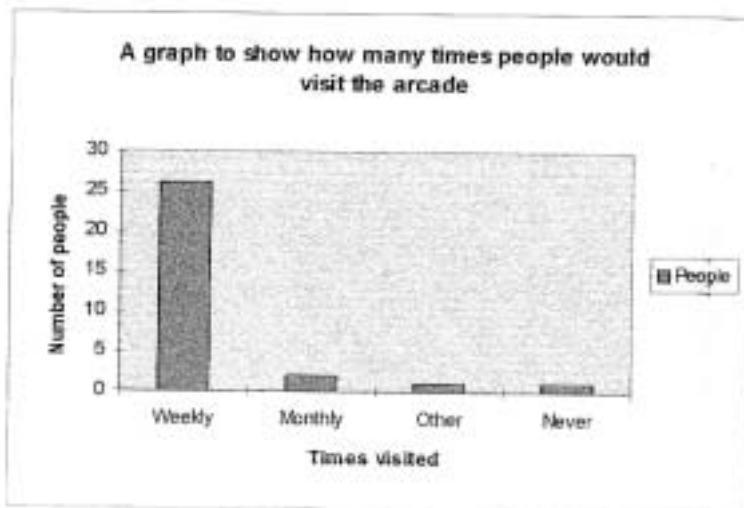
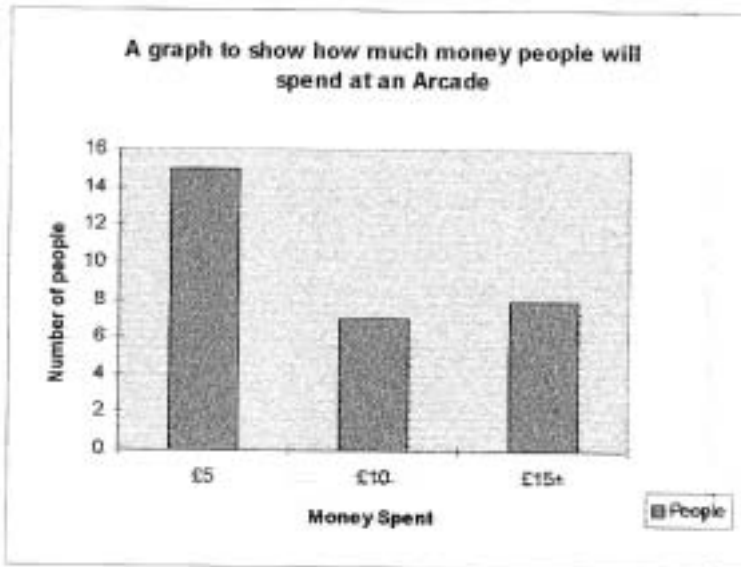
Results of Questions 1+2 presented on Graphs



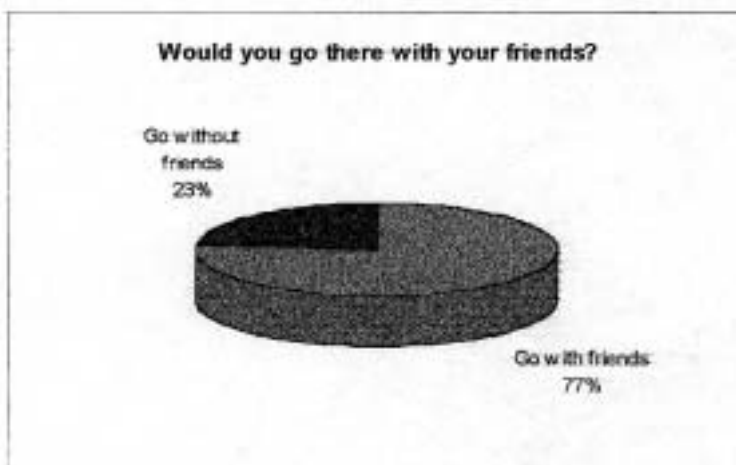
Results of Questions 3+4 presented on Graphs



Results of Questions 5+6 presented on Graphs



Results of Question 7+8 presented on Graphs



c3

This and previous 3 pages

Questionnaire Results Analysis

Question 1 shows how many people think that the Peel Centre is a good position for an arcade. 23 people thought that it would be a good idea and 7 thought it was bad.

Question 2 shows how easy it is to access the Peel Centre. 17 thought that it was easy accessibility and 13 thought it was a great effort to enter the Peel Centre.

Question 3 shows how many people think that there should be an arcade in Gloucester. 24 people think it is a good idea to have one and 6 people think it is not.

Question 4 shows that out of the 6 people that said no to question 3, 5 people thought that the arcade would cause trouble and 1 says it will not cause trouble.

Question 5 shows that 8 people will spend up to £15 which is quite a bit to spend at an arcade. 7 people will spend up to £10 which is also a substantial amount, 15 people will spend £5 at the arcade. This would be quite a good amount of profits for the arcade.

Question 6 shows how many people will go there, 26 people will go there once a week, 2 people will go there once a month, 1 person for other and 1 person will never go there.

Question 7 shows that more 29 people will go there more on the holidays but 1 says they won't, this is because this person goes to London for each holiday.

Question 8 shows that 23 people would go there with their friends to have fun, wait for a movie to start or just a place to hang around. 7 people say they would never go with their friends because it is for little children.

*CS week.
essentially just describing
results. However, some
attempt to organise.*

Is the Peel Centre a good position for an arcade, entertainment centre?

Research:

After getting the answers from my questionnaires I decided to find out how much a single arcade games machine would cost, I found out from the internet that the games machines that cost 50 p each would cost £50 a month to rent. The games that require £1 to play cost £100 a month to rent. Also I found out that the 50p games usually make a profit of around £80 a month and the £1 games make a profit of around £150 a month. c2

I went to the Peel Centre one Saturday and for one hour I did a tally on how many people went into the cinema, Pizza Hut and Minesota Fats, here is a table below to show the results:

Entertainment	Number of people visiting in 1 hour
Cinema	136
Pizza hut	52
Minesota Fats	43

c2/3

Minesota Fats does not usually have this many people but I noticed that there was a childrens party taking place. This is the reason I would like to place a arcade, entertainment system. Then I checked how much it was to buy Laser Quest equipment and I found out the following:

Item	Number of items	Cost
Laser gun backpack	20	£3000
Strobe lighting	15	£1500
Scenary	40	£2500
Computer Registration	2	£4000
Smoke machine	4	£2000

c2/3

The total of the Laser Quest equipment costs £13,000 which is a lot but with the amount that people will pay to have a party or single game, I should be able to get back within 2 years.

evidence?
calculations?

Passing trade

The Peel Centre is situated on the Bristol Road, this road leads from the city centre to the area of Quedgeley. Everyday thousands of cars go past the Peel Centre noticing that it is there. During the weekends hundreds of people come to shop, eat or just to have fun. There are shops and things to do for everyone, for the children Toys R us, for teenagers cinema, bowling alleys and restaurants, for the adults bowling alleys, cinema, restaurants. People that have interesting hobbies can go to the Hobbycraft.

The Peel Centre is easy accessibility because it is on a main road and is easy to find. Also the Peel Centre is a good position because of the canal behind the Peel Centre if they ever had any trouble delivering products by road then they could deliver by boat. Another good reason why the Peel Centre is a good position is because of the docks. If people came from another town to see the docks and it was really bad weather then the people would not just travel back home they would want some where else to go. This is when indoor activities come in handy they could go to the cinema or go bowling and then go to a restaurant afterwards and that would not spoil their day.

There are many reasons why the Peel Centre would be a good situation for an arcade, entertainment centre because of all the reasons I have explained to you above. Another reason why the people come to the Peel Centre is because of free parking. This is why so many people use the centre is because it is a nice walking distance to the centre of town. Then when they return they might have an impulse to watch a movie at the cinema etc.

C4

Would the arcade bring more people to the Peel Centre?

7
I can tell from my research of the questionnaire that if I opened an arcade, entertainment centre at the Peel Centre, it would attract many more people, therefore a larger income would be made at the Peel Centre. I believe this would happen due to the response from the questionnaire answered by representatives and visitors of the city of Gloucester questioned. If I had more time to confirm the evidence of the first survey I would widen the number of people asked, ensuring information was gathered within the survey came from a cross section of A B C D income groups.

Conclusion

So as I predicted I was right to say that the Peel Centre is a good situation for an arcade, entertainment centre. I have proven that the passing trade brings in a lot of customers and new ones everyday. Also I found out that if I did have an arcade, entertainment centre there then that too would bring in lots more customers. This would bring in a lot more money and new investments and improvements could be made to the Peel Centre. Although I found out that to buy or rent the equipment was expensive, I had enough research to prove that the company would make all the money back within the first two years. ?

The main reason why I chose to use the Peel Centre as a situation for an arcade, entertainment centre was because that it was very close to town. I had thought about that the whole of the project and now I can include it in the conclusion. I did not find out why one reason the Peel Centre was so packed on weekends until the last couple of days before it had to be handed in. This was that people do not always park at the Peel Centre to be closer to the cinema, bowling etc. It was the reason that it is free parking and a lot of people park at the Peel Centre, then walk to save the charge of £2.00 an hour.

and what is the main conclusion?

So the answer to my question is that the Peel Centre is a good position to have an arcade, entertainment centre. I knew that it would be because as I said at the beginning there is not many places you can go to have fun in Gloucester publicly.

Evaluation

I did not time myself very well for this piece of coursework because I left it until the last four weeks before it had to be handed in, to start it. But I did manage to go on the Internet at school and get the information because if I had not managed to get on to the school computer then I would not have been able to finish it because we have not got access to the Internet at home.

The write up and gathering information in total took roughly 10 hours outside and 6 lessons at school before I had finished. This project to me was very hard to start off because I did not know how to take it at one angle but as soon as I got my head down it felt in to place.

Bibliography

I used the following Internet sites and other information papers in my project:

- * www.streetmaps.co.uk
- * www.lycos.com
- * www.yahoo.com
- * www.google.com

- * Leaflets at the different shops
- * Questionnaires

CANDIDATE C

General Comments

Candidate C has chosen to investigate whether there is a market for a new boxed chocolate product. The aim is clearly stated, together with a detailed and relevant strategy as to how the aims are to be achieved. A variety of data is collected, though at times it is not entirely relevant to the study. Analysis and evaluation are good, but could have been organised more logically in the overall structure of the assignment.

CRITERION 1

A detailed and well explained aim is provided, together with a clear strategy as to how the investigation will be made.

Marks 4

CRITERION 2

Information is collected from a number of relevant sources, both primary and secondary, and is generally sufficient to pursue the investigation. The information on market mix is not clearly relevant to the study. What is required is a link between aspects of marketing and the successful launch of a new product, which would have been better placed in the final section of the work.

Marks 9

CRITERION 3

The presentation techniques within the work are varied, though the assignment as a whole is not always in a logical sequence. The section on Marketing is rather misplaced. Graphs are well used and clear, with other diagrams being used in appropriate situations.

Marks 6

CRITERION 4

Business terms are well used within the investigation. Rather more could have been made of target markets and sampling techniques within the primary research. The marketing section, whilst well understood and applied, is not clearly linked to the study as a whole. Business techniques of display and organisation of data are generally used appropriately.

Marks 8

CRITERION 5

Analysis of data appears throughout the work as each stage is completed. Figures are used to add accuracy to the work, which should be encouraged in all candidates.

Marks 9

CRITERION 6

Evaluation and recommendations are not as strong as the earlier analysis. There is some attempt to link recommendations to the data collected, which should have been explored rather more. The final section may have benefited from comments on different sections based on the market mix, which could have stressed rather more the importance of branding, pricing and suitable promotional activity to launch the product successfully.

Marks 6

QUALITY OF WRITTEN COMMUNICATION

The candidate just reaches the higher rewardable level, ideas being expressed clearly with few errors in spelling, punctuation and grammar.

Marks 3

Total Marks 45

This places the candidate at grade A, though at the lower level within the grade range.

INVESTIGATING THE MARKET FOR A NEW BOXED CHOCOLATE PRODUCT



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• SECTION 2 – MY QUESTIONNAIRE RESULTS, ANALYSIS	10
• SECTION 3 – MY PRODUCT AND ADVERTS	20
• SECTION 4 – MARKETING PLAN	35
• CONCLUSION	39

01

Investigating The Market For A New Boxed Chocolate Product

Introduction

The task is to investigate the market for the launch of a new-boxed chocolate product.

The stages that I will follow are:

1. Introduction – This will explain the task and stages of the project.
2. Aims – To explain what I am going to do and how I am going to do it, personal and investigation. C1
3. Desk research – background information about the Chocolate industry.
4. Field research – questionnaires, interviews, results and analysis.
5. Marketing Mix strategy:
 - Product, packaging, new product development
 - Price
 - Promotion
 - Place
6. Conclusion and evaluation

Aim

I am going to investigate the market for the launch of a new-boxed chocolate product. To do this I will collect information from a variety of sources such as questionnaires and the Internet, visiting shops, etc. I will keep a record of what I am planning to do. I have been given some information on the confectionary buying habits of people in the UK. I will then compare this with my own results before I come to any conclusions about any new product. I will try and get hold of some information from the main companies. I will collect the addresses from the Internet as it is a good source of information as well and all the major companies have major web sites.

I will visit retail outlets and look at the types of confectionery products that they are selling. The amount of space that a product has is a guide to how popular it is. I will do this by talking to the people who work there, and produce a questionnaire for them to fill in to follow on from my consumer survey.

Once I have used the information that I have collected to help me investigate, I can then start to design my own product. This is my objective. C1

Desk research

Cadburys have launched Miniature Heroes onto the market following the introduction of Celebrations by Mars. I have produced a graph showing the manufacturers share of the confectionary. It shows that, Nestle have only 18% of the market. Cadburys have the largest at 30%. Nestle have not yet followed suit. Their leading boxed chocolate product is Quality Street, an old favourite. So, I am going to investigate the confectionary market and use this to recommend Nestle, whether they should bring out a new product.

By using the information that I was given from the Internet, I can see whom:

- Eats chocolates
- Where they buy it from
- Who buys it
- The age of chocolates and sweet eaters
- Sales of sweets
- Chocolate sectors

I have produced graphs to show the information of the chocolate market consumers. (C2)

SECTION ONE

Secondary Data

This information comes from the web site of the main chocolate manufacturers - Nestle, Cadburys and Mars.

Investigating The Market For A New Boxed Chocolate Product

The products that are on the market are:

Chocolates

- Mars
- Twix
- Kit Kat
- Celebrations
- Miniature Heroes
- Quality Street
- Roses
- Milk Tray

Sweets

- Fruit Flavour
- Mints
- Chewing Gum
- Traditional e.g. Toffee's
- Medicated e.g. Tunes

The different sectors that are around are:

- Confectionery
- Boxed chocolate
- Blocks
- Bitesize

The top ten brands are:

1. Kit Kat
2. Mars Bar
3. Cadbury's Dairy Milk
4. Roses
5. Twix
6. Wrigley's Extra
7. Quality Street
8. Snickers
9. Maltesers
10. Aero

The field research that I carried out were:

- Questionnaires
- Interviews
- Results
- Analysis

← ↓ cr

I designed questionnaires to find out who the new products should be aimed at by identifying a gap in the age market, and to note where chocolates are mostly bought, when they buy it, who buys it etc. I asked twenty people of different ages to fill in the questionnaire. I produced a table of results to show the information.

I also designed a separate questionnaire for the retail outlets asking what confectionery are selling the most, how much they cost etc. The information is shown on the graphs.

Age of chocolate and sweet eaters

Age	Sweets %	Chocolates %
0-8	22	18
9-17	16	14
18-26	12	14
27-35	8	12
36-44	8	11
45-53	17	18
54+	19	13

Sales of sweets (% of the market)

Fruit flavour	37%
Mints	18.50 %
Chewing gum	18.00 %
Traditional e.g. Toffee	10%
Medicated e.g. Tunes	7.00%
Other	9.50%

Manufacturers share of the confectionery

Name of firm	Percentage of market
Nestle	18%
Mars	20%
KJS	3%
Wringleys	2%
Cadburys	30%
Others	27%

Chocolate Sectors

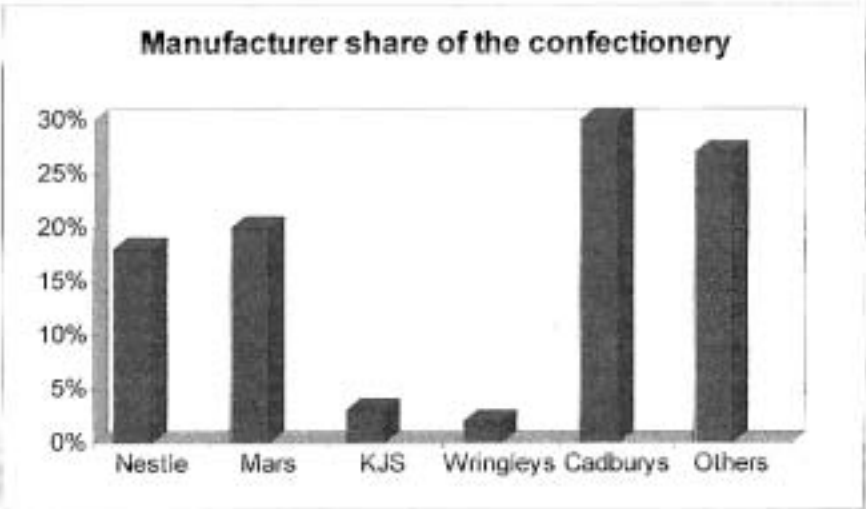
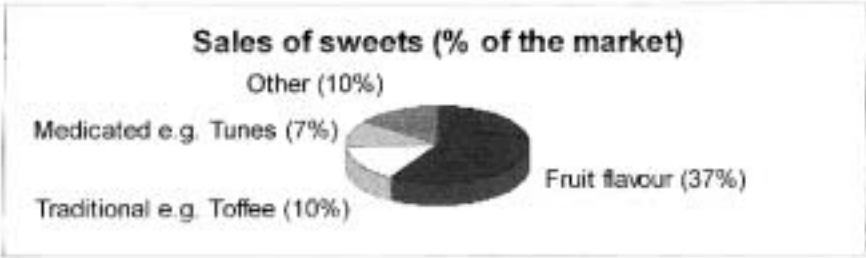
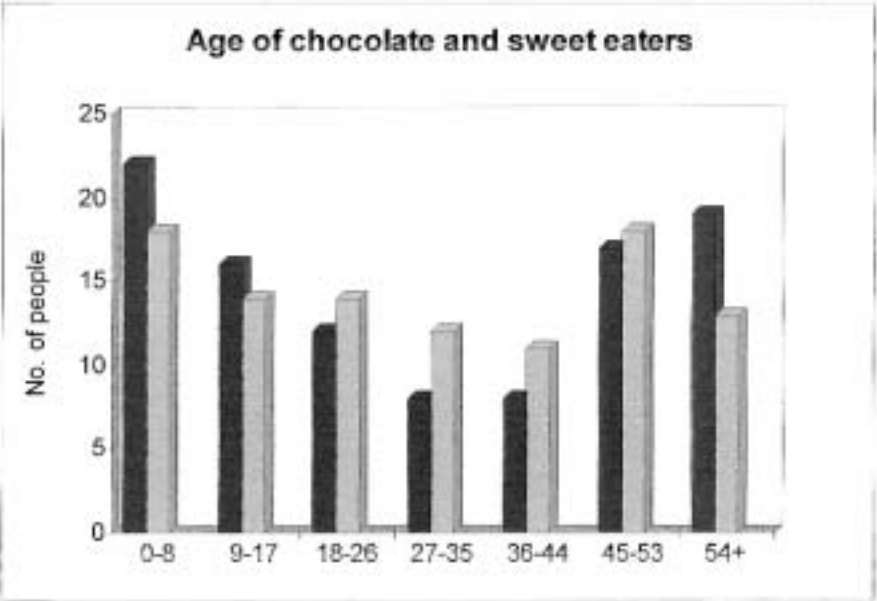
Contlines	1380
Boxed chocolates	609
Blocks	580
Bitesize	420

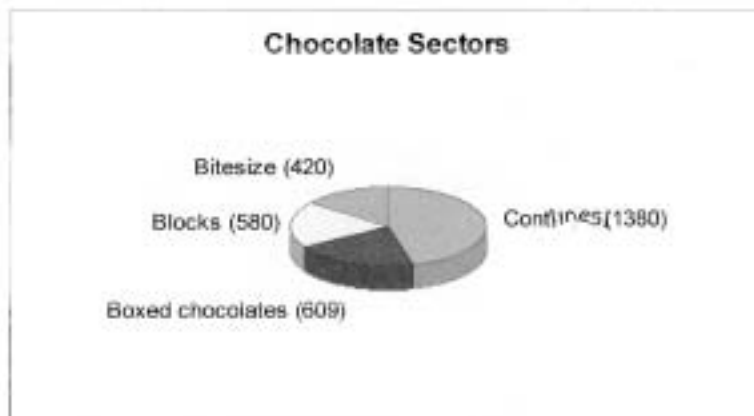
Where do people buy confectionery?

Store	% Of sales
Off Licences	3
Co-op	4
Chains of newsagents	6
Garages	8
Variety Stores	10
Independent newsagents	12
Grocery chains	15
Multiple grocers	25
Others	14

Who are the buyers and eaters?

Buyers and eaters	Percentage
Who buys it	
Bought & eaten by children	5%
Bought by adults for children	35%
Bought & eaten by adults	33%
Chosen by children, bought by adults	27%





Conclusion

The ages of people who eat chocolate and sweets.

22% of people aged 0-8 eat sweets. Also 18% of people aged 0-8 eat chocolates and 18% of people aged 45-53 eat chocolates.

Sales of sweets

37% of people prefer fruit flavoured confectionery.

Manufacturers share of the confectionery

30% of people prefer Cadburys

Chocolate sectors

Contlines are very successful with a figure of 1380.

Where do people buy confectionery?

25% of people buy confectionery from Multiple Grocers.

Who are the buyers and eaters?

35% of adults buy confectionery for children.

CS

The Confectionery Business



Kit Kat is the top selling confectionery brand in America and Australia.

Confectionery market in perspective



• Sales of confectionery in 1998 increased by 4% to over £5.4bn. Exported confectionery brought in an average of £1.2bn per week in 1998 and confectionery sales are expected to reach about 28% of the weekly



New sales (measured in sales last October) in 1998.

• The confectionery market is bigger than tea, newspapers and hotel for together. The three principal players are Mars, Cadbury and Wm. Wrigley, which together account for approximately a fifth of sales.

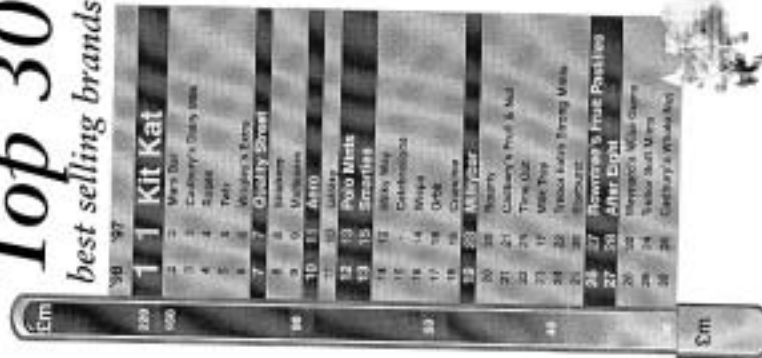
• Roughly two-thirds of the market consists of chocolate products while the other third is made up of sugar-based products. The highest selling brand of all is Kit Kat which, with sales in 1998 of £1.2bn, has also held this position for the last 17 consecutive years.

• The success of the top selling brands have been studied for many decades but in the last three years there has been a sharp increase in the level of awareness. For example, Nestlé's Perret Fige and Tendre were first introduced in 1998.



Kit Kat is the top selling confectionery brand in America and Australia.

Top 30 best selling brands



Tell me why... is Kit Kat so called?

It's named after an 18th century writing literary club - but no-one's sure of the reason for the connection.

• Confectionery is sold through about 150,000 outlets in the UK. Where people are 10, there are 100,000, 10,000, 100,000 of confectionery is bought on average.

Manufacturer's share



Sales by outlet type



Menu

SECTION TWO

Primary Data

I collected this information from my own survey. I interviewed local people so that I could compare my information with that of the main manufacturers.

C2
→

Application (Price)

I investigated the prices charged for boxed chocolate products so that I could decide how much I should sell my product for:

Continental

390g Continental at £5.05
455g Continental at £6.05
720g Continental at £11.05
1025g Continental at £16.05
1395g Continental at £31.05

Premier

395g Premier Ballotin at £11.05
635g Premier Luxury Gift Box £21.05

Petite Chocolates

195g Petite Chocolates in silver £2.05
195g Petite Chocolates in lilac £2.05

400g Summer Fruit Truffle Ballotin £6.04
200g Summer Fruit Truffle Selection £1.04

500g Pecan & Maple Special Toffee £3.99

454g Milk Tray £6.15
475g Celebrations £3.99
285g Miniature Heroes £2.75
450g Quality Street £3.49
350g Roses £4.99
200g Maltesers £1.99
450g All Gold £5.99
200g Toblerone £2.99



Investigating The Market For A New Boxed Chocolate Product

I am investigating the market for a new-boxed product. To do this I need to find out what products are selling well.

1. What confectionery products do you sell?

Toffee, classic + Continental chocolates, Traditional sweets

2. How much do they cost?

Products vary from 99p to £35 example: Asst Continental box weighting 360g costs £8. 1 bag of Original toff 125g Costs 99p

3. Which products are selling well?

Our Continental Range is always a good seller

4. Which products are not selling well?

Toffee does not sell as much in the summer as in winter

5. Who buys most of your confectionery?

All age groups - mainly Adults
Children Teenagers Adults Elderly

6. Which of the two are selling well?

Chocolates Sweets

7. What are the names of the most popular sweets?

Liq + Ann

8. What are the names of the least popular sweets?

chocolate eclairs

9. Do you sell boxed chocolates?

Yes No

10. If yes, what is the cost of the most and least expensive boxed product?

Most expensive = £35
Least expensive = £2.99-

C2

Thank you for taking the time to fill in this questionnaire.

Confectionary Questionnaire.

1. Are you male or female?

Male Female

2. How old are you?

10-15 16-21 22-27 28-33 34-39 40+

3. Do you like chocolates?

Yes No Sometimes

4. Do you buy it, or does someone else buy it for you?

I buy it Someone else buys it

(Tick all that apply)

5. Where do you or someone else mostly buy your chocolates from?

Supermarket Corner Shop Garage Newsagent Others

6. What chocolates do you usually buy?

Mars Twix Kit Kat Others

7. Why do you buy the chocolates you have chosen?

Tasty, Chocoraty, Sweet,
I like the flavour

8. Do you buy boxed chocolates?

Yes No

9. If yes, please say which is your favourite brand.

Milk Tray Milk Tray Milk Tray Minature Heroes
Milk Tray Roses Milk Tray Celebrations
Quality Street Roses Quality Street

10. Have you ever bought:

Celebrations Minature Heroes Quality Street Roses Milk
Tray (Tick the all that apply)

11. Which is your favourite from the names above?

Celebrations
Minature Heroes
Milk Tray

12. When and why would you buy the chocolates?

For children
Special occasions
Birthdays

xmas
When I feel like it.
Because it tastes nice, I
buy it all the time.

Investigating The Market For A New Boxed Chocolate Product

The results are as follows:

1. Male 11 Female 9
2. Ages:
10 – 15 [4] 16 – 21 [4] 22 – 27 [4] 28 – 33
34+ [4]
3. Number of people who like chocolates:
Yes [18] No [2]
4. Who buys the confectionery?
I buy it [15] someone else buys it [5]
5. Where do you buy it?
Supermarket [5] Corner Shop [4] Garage [2] Newsagent [4]
Other [5]
6. What chocolates do you usually buy?
Mars [6] Twix [5] Kit Kat [4] Others [5]
7. I buy these chocolates for:
Treats [8] Gifts [6] Occasions [6]
8. Do you buy boxed chocolates?
Yes [11] No [9]
9. If yes, please state the name of the brand:
Milk Tray [6] Celebrations [4] Roses [2] Miniature Heroes [7]
Others [1]
10. Would you buy a new-boxed product? ✓
Yes [13] No [5] don't know [2]
11. Who do you buy the chocolates for?

Investigating The Market For A New Boxed Chocolate Product

Children [10] Teenagers [6] Adults [4] Elderly [0]

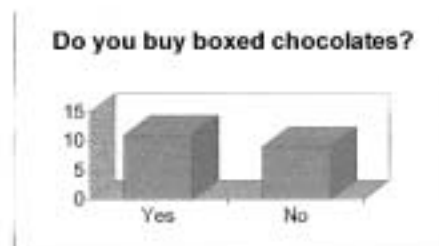
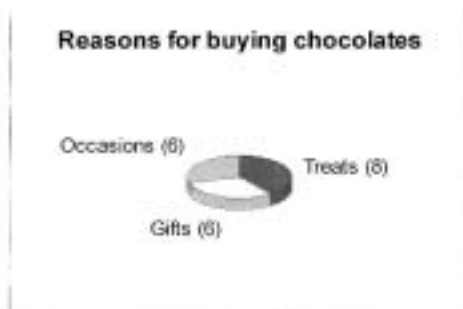
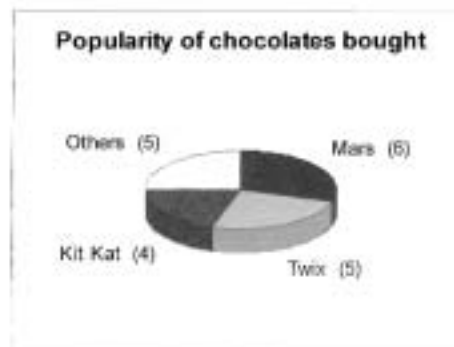
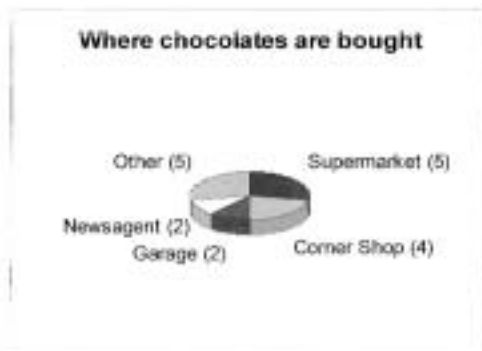
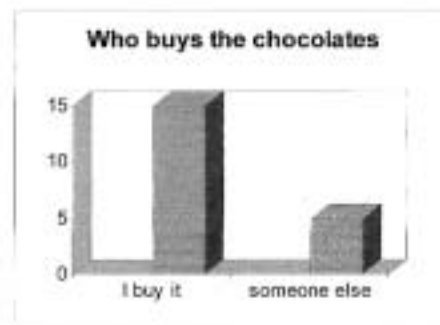
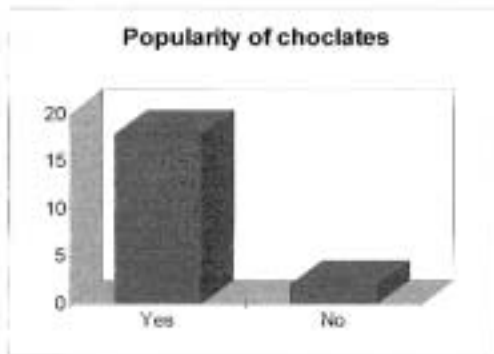
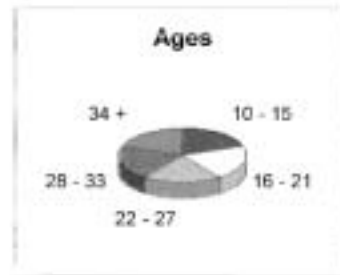
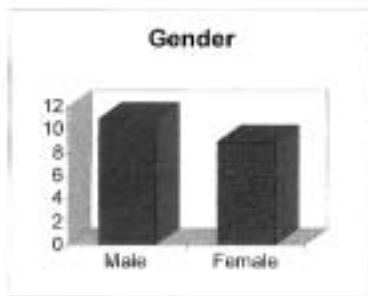
Analysis

By looking at the results of the questionnaire that I produced for children, teenagers, adults and elderly, I could see that most people buy chocolates for themselves. They are mostly bought from supermarkets. This may be because they do quite a few promotions. Most people's favourites are Mars Bars. A number of chocolates are bought as treats for children. Over half of the people I asked buy boxed products, which is good news for my investigation. The people's most favourite-boxed product are Milk trays.

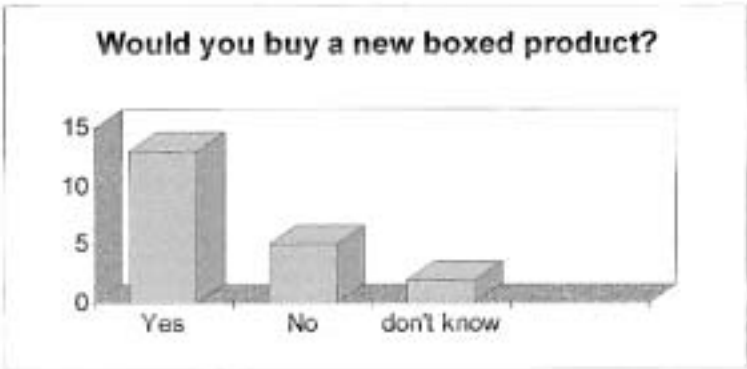
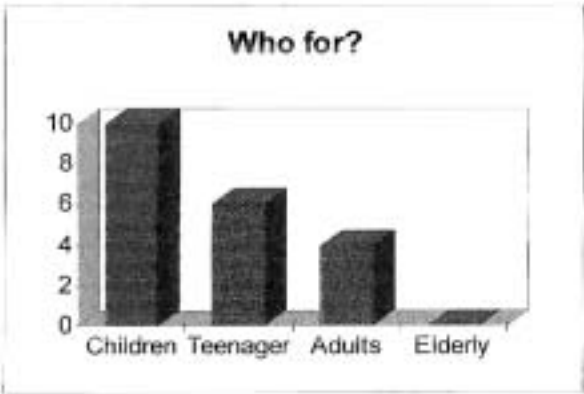
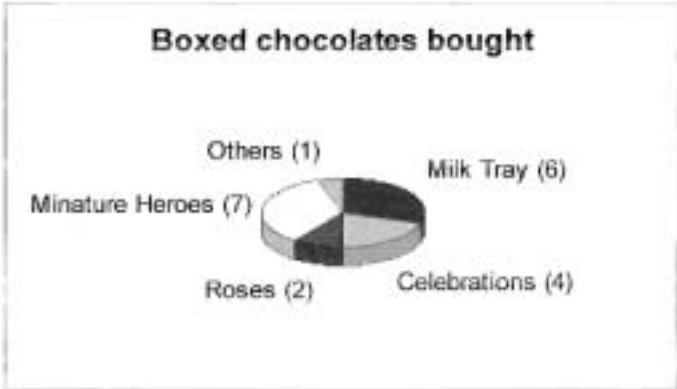
Conclusion

By looking at the analysis I will aim my boxed product at young children. This would mean that it would sell well.

I have produced a questionnaire for the retail outlets. With the results I can then analyse it and draw a conclusion from it like I have done above.



CS.



Conclusion

Out of twenty people:

18 people say they like chocolates.

15 people buy confectionery for then selves.

5 people buy their confectionary from supermarkets and 5 people buy them from other places.

6 people usually buy Mars.

8 people buy chocolates for treats.

11 people say they buy boxed-chocolates.

6 people buy Milk Trays.

13 people say they would buy a new-boxed chocolate product.

10 people buy boxed-chocolates for their children.

Overall conclusion

My product will be aimed at children aged 0-8 and adults aged 45-53 years, both male and female. My product will be made of mixed fruit chocolates. My product will be sold at multiple grocers.

✓ C's.

SECTION THREE

Advertising Campaign

In this section I have included my ideas for my own product based on the finding from my analysis of the data. I have designed a product and explained who its target market is. I have included information on advertising media to be used.

✓ C4/S.

Investigating The Market For A New Boxed Chocolate Product

Marketing Mix

When marketing a new product it is important that a company put together the right mix of:

- The right **product**
- At the right **price**
- In the right **place**
- Using the best method to **promote** the product

These are called the 4Ps: Product, Price, Place, and Promotion.

Different goods and services need a different emphasis from each of the 4Ps. For example, Marks & Spencer uses mail shots to promote its goods, but it does not advertise on television, putting much more emphasis on producing high-quality goods and selling them at reasonable prices-right product, right place. Soft drink manufacturers spend a lot of money on promotion advertising on television and designing attractive packaging for their goods. They also make sure you can find their brand of soft drink on the shelves on the local supermarket-the right place.

This different use of the 4Ps is referred to as the **marketing mix**.

Product

Developing the right product is very important. A company must have a product that customers want, and are prepared to pay for. A company may want to emphasise that the product is of a high quality, suitable for a particular purpose, has a particular design features such as its size, weight, shape and materials used, that it is value for money, or perhaps it will improve the consumer's own image.

The features that make up an attractive product include important things as:

- Reliability
- Quality
- Value for money
- Design
- Image
- Status

Products are differentiated to attract consumers. They may be different because of their shape, colour, size, and weight. For example Kit Kats are produced in bars, while other products like Dairy milk are produced in blocks.

A **brand name** is important. It is associated with large, long established companies such as Cadburys and Nestle. These brands are best known for their quality. By creating a brand image, the manufacturer hopes that it will create **brand loyalty**, encouraging the consumer to continue to buy its product in preference to that of its rivals.

Packaging is important, as it is needed to deliver the goods to the consumer in a safe, hygienic condition. Chocolates have an outer wrapping and an inner wrapping. The inner wrapping is made up of foil to keep in the freshness; it can also stop it from melting for longer. Boxed products have several layers e.g. Milk Tray as there are layers of chocolates underneath one another.

Many packaging including chocolates have guarantees printed on them. The company will either replace the entire product or simply replace it. Guarantees are also used as a sign of quality.

Chocolates need to be presented in different ways so that the consumer knows what they are buying. They will then recognise the packaging when they want to buy the product again in future. The name of the product is also extremely important. Examples of chocolates that have changed their name are, Opal Fruits that have been changed to Starbursts.

Price

The company needs to know the price the customer is prepared to pay for the product. It must also be a price that enables the company to make a profit. The three types of pricing strategies available to manufacturers are:

- The cost of producing the goods (**cost plus pricing**)
- The price of similar goods being sold by competitors (**competition-based pricing**)
- How the price set can be used to help increase market share (**destroyer pricing**)

These three factors can lead to the business using different pricing methods to calculate the selling price for their goods.

The costs that go into making a chocolate product are **Fixed, Variable and Total Costs**. The costs of the business are divided into two main categories:

- Fixed costs
- Variable costs

The fixed costs are the costs that stay the same at whatever level of output the business is producing and selling over a period of time. The variable costs are the costs that vary according to the amount of work being done (the output of the business).

Total cost = fixed costs + variable costs

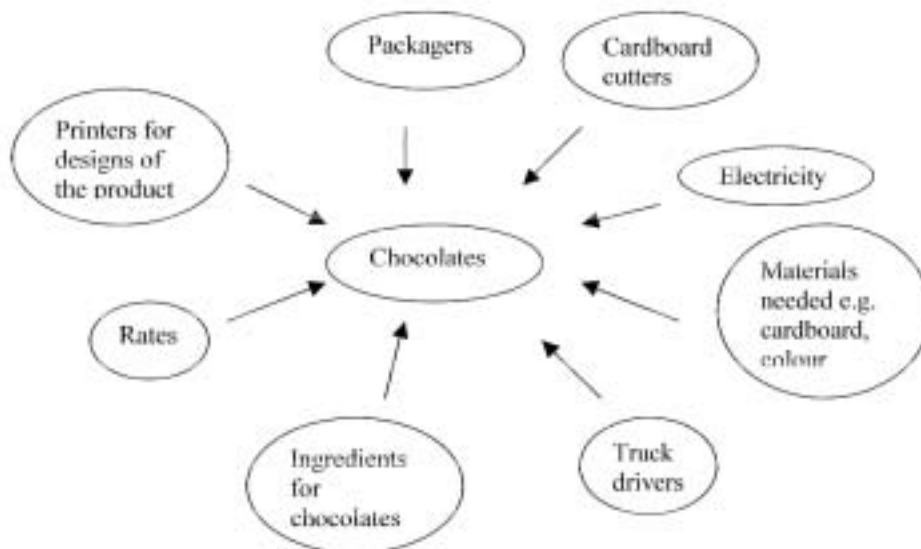
An example:

Milk Trays cost £6.15 for 454g. The variable costs are:

£3.075 labour per unit

£3.075 materials used (cardboard, colour etc) per unit

Variable costs of £6.15 per unit (Milk Tray)



Place

The company needs to make sure that the product is being sold in the right type of retail outlet. Working out the type of customers who uses that particular outlet, and then choosing the right product to match that type of customer makes the decision. Some manufacturers are increasingly choosing mail order and even the Internet to sell their products. Busy people often do not have the time to go to the shops; they prefer to browse through catalogues in the comfort of their own homes when buying goods.

It is important placing the product where the consumer can access it. Goods can be sold to the consumer through a wide variety of different outlets.

- A **vending machine** sells goods direct to the consumer. They are found in bus stations and in shopping centres, and are useful when the shops are closed.
- A **mobile shop** is often used in country areas where there are not many shops. They travel round the streets to sell their goods.
- A **market** is a series of stalls, usually on open ground and held once or twice a week.
- An **independent store** is a small shop, usually owned and run by one person.
- A **chain store** is a group of stores selling the same range of goods in a number of different towns and cities, for example, Marks & Spencer, Woolworth's.
- A **department store** is a large store, usually in the town centre.
- A **supermarket** is a large store usually selling mainly food items and some household goods.
- A **hypermarket** also sells food, but it is all on one floor and is located in out-of-town centres. It offers car-parking facilities alongside the stores, for example, Sainsbury's, Tesco, and Asda.
- A **discount warehouse** is a large store where the prices are usually lower than other stores selling similar goods.
- A **shopping mall** is a collection of different shops and owners gathered under one roof. Examples are, Royal Priors, Metro Centre in Newcastle, and Meadowhall in Sheffield and Lakeside in Essex.

Chocolates are sold in vending machines, as it is easily accessible when shops are closed. Chain stores, as it is a popular product for whatever occasion. They are also sold in Supermarkets, hypermarkets and corner shops. I would sell my item as a bar to be sold in vending machines later on.

Promotion

The company needs to make sure the customer knows about the new product. The method can range from word-of-mouth to expensive advertising campaigns to inform the customer about the company's product.

The marketing mix must be right to attract the target market. Companies hope by getting the marketing mix right they will have a competitive edge over their rivals. Large companies will often employ specialist firms such as market research agencies to help them put together the right marketing mix.

There are a number of techniques that can be used to promote products:

- Packaging
- Advertising
- Sales promotion
- Sponsorship
- Public relations

Advertising is important as it lets the world know about the product. Advertising is used by companies to promote their product to the public and try to encourage them to buy it. There are two main types of advertising:


1. Informative
2. Persuasive

Informative advertising gives out information. However, persuasive advertising goes further than just giving out information. They are designed to persuade the public to buy the product or service.

The choice of media is often dictated by the amount of money the company has to spend on advertising. Small businesses are likely to use such methods as:

- Word of mouth
- Local newspapers
- Leaflets
- Yellow pages
- Public transport
- Catalogues

Large companies are likely to use such methods as:

- Radio
 - Television
 - National press
 - Specialist trade magazines
 - Trade fairs
 - Billboards
- 

Channels of distribution

The ways the manufacturer gets its products to the customer are called the **channels of distribution**. The four main distribution channels are:



Effective **distribution** needs business decisions on:

- Which channels of distribution to use – wholesaler, retailer, customer
- Which method of distribution to use – road, rail, air, sea
- How to get the right place at the lowest cost.

The main functions of wholesalers are:

- Buying goods in bulk
- Selling goods in smaller quantities
- Offering credit and delivery services.

Application – Place

To decide which distribution channel I will need to use, I need to answer these questions:

- How big is the market?
- How large is the producer?
- Who are the consumers?
- What is the product?
- What is the product image?

The channel for my product will be:



My product will be sold at multiple grocers. I decided this by looking at my research information that I had collected. 25% of confectioneries are sold at multiple grocers. Chocolate Heaven will be sold at Woolworth's, Marks & Spencer's, Thorntons, and hypermarkets. I chose these retail outlets as this is where most people will go to buy their chocolate products.

↑
Use of knowledge. ✓

Application, New-Boxed product.

My new-boxed product design will have features that will want the customer to buy the product. It will be brightly coloured to attract youngsters between 0-8 and 45-53 into buying the product. There will be a large amount of contents, so that it will last long enough and they will hopefully come back for more. It will contain four hundred and fifty grams (450g).

The ingredients will not have any nuts in because there are a number of people who are allergic to nuts. There will be an average amount of fat so that if children do get addicted to the chocolates and they continue eating them, they will not be consuming too much fat, which will be over their daily allowance. It will contain fruit flavoured milk chocolate. Milk chocolate will contain milk solids 14% minimum, cocoa solids 25% minimum, emulsifiers (E442, lecithin) and flavouring of each piece of chocolate. They will be shaped as clouds as the name of the product is Chocolate Heaven.

Packaging will be an important part of the product, as this will be the first thing that customers will see. The packaging will be brightly coloured to attract youngsters and adults. The product will be called 'Chocolate Heaven'. This is because the chocolates will be covered thickly and there will be a large quantity of them. To show that the product is called 'Chocolate Heaven', the box will be filled with pictures of clouds. The box will be coloured blue to represent the sky; the clouds will be coloured brown to represent the chocolates. My product will be sold at multiple grocers. It will cost £4.99 as it will have a large amount of contents inside and a lot of work will have to be done on the way it would look to get adults and children's attention. Most of the other brands charge more for a product that is 450g. I thought that this would be a good price for the consumers at an introductory price. If the product has been successful then maybe the prices would go up to £5.49 and over, as it would have the quality to satisfy people.

The name of the product will be coloured in light brown to make it stand out. The box will be shaped as a diamond as it would be different to the other boxed products out on the market. The product will be targeted at youngsters at 0-8 years and adults around 45-53. I was able to say this by looking at the results from the Internet. I knew it would appeal to that market segment by looking at the research information I had:

- 30% of the market prefer Cadburys
- 35% are bought by adults for children
- 25% of the sales are from multiple grocers
- 18% of people aged between 0-18 prefer chocolates AND 18% of the people prefer chocolates aged between 45-64 years

✓ C4

Chocolate Product

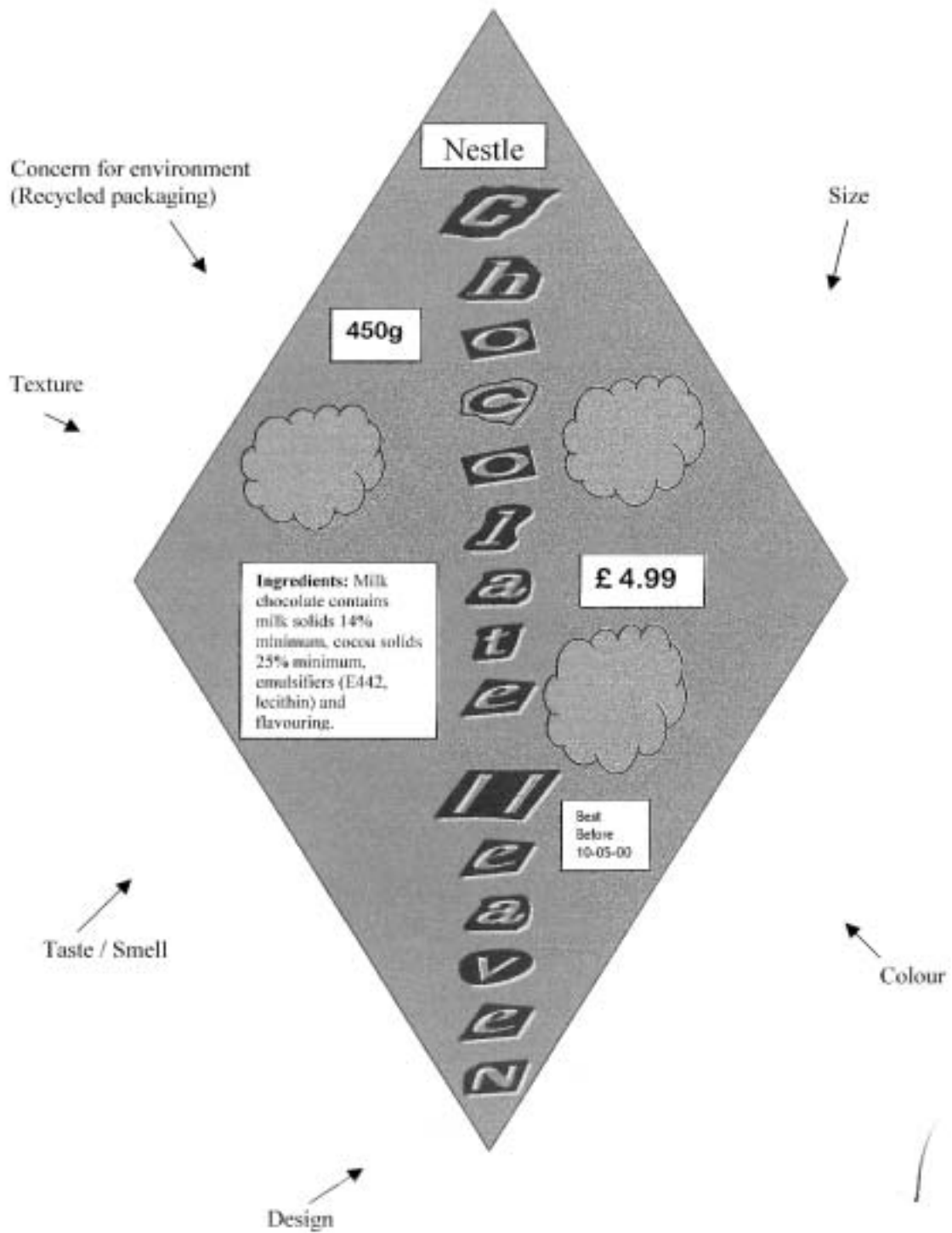
The design of my product is a diamond shaped box. Most of the shops I went into sold boxed chocolates that were round, if not round, oval shaped. I wanted my box to stand out when it gets placed on the shelves of well-known retailers.

My product is called 'Chocolate Heaven', so the background of the box will be sky blue, and the name 'Chocolate Heaven', will be coloured in a chocolaty brown. To make the look more attractive, I designed some fluffy clouds that are also coloured brown. This is because the chocolates inside the box will also be shaped as clouds.

I chose this type of product, as it is an eye-catching design that will attract the attention of people aged 0-8 and 45-53. It will attract both male and females, as I have not made the product look too girly or not too boyish. I think that my design is just right for both genders at those particular ages. The adults would buy this product for their relatives, including children, as well as themselves for all occasions, but mainly for treats. Children aged 0-8 would buy Chocolate Heaven for themselves. I can say this by looking at my questionnaires.

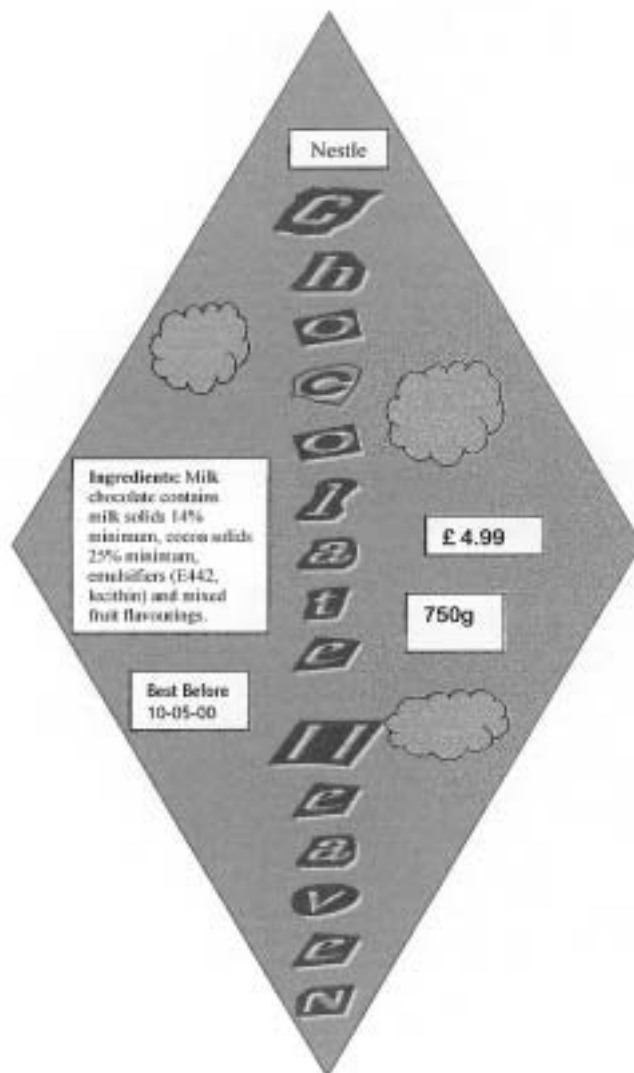
My product is going to be sold all year round at multiple grocers. I decided this by using the information I had from the Internet; twenty five percent of sales are made from multiple grocers.





To promote my product, packaging will be used. This is because the box will be the first thing that customers will see. It is mainly the look of the product, which influences the customer into buying the product. The types of media I will use to advertise my product will be by billboards, Nestle is a large company. Many of their recent products have been shown on television. Billboards will be useful to attract children aged 0 – 8 and adults aged 45 – 53. I have included a sample of how the billboard would look. The advert is going to be bright and easy to read. I haven't written paragraphs and paragraphs because no one will want to stop and read the advert for a long time.

Turn your dreams into reality...Chocolate Heaven with the taste of mixed fruits



The advert that I will produce will be aimed at people aged 0-8 and 45-53, so it needs to be short and snappy containing relevant information. My advert will be seen on public transport. I decided to do this because this will attract the children's attention when they are walking to school, going out etc. Adults aged 45-53 will also see this as you can't get a way without seeing a bus or any other type of transport which will advertise the product. Nestle would benefit more if the adverts on public transport would reach a wider audience, which I think it, will.

Nestle

Taste your dreams come true ...chocolate clouds filled with fruit
flavoured chocolate...and more chocolate ...

 **Chocolate Heaven** 

£4.99 450g

I have included the design of the package, so that people will recognise the product easily when it is sold in shops. A large number of people will be able to trust that the product is made by a good company, as nestle have sold so many products. Nestle is one of the most important part of the advert, as it is the manufacturers name.

I have made sure that 'Chocolate Heaven' is easily spotted. It stands out clearly as I have used the font that looks like it has been cut-and-pasted onto the box. I have used chocolaty browns in the advert as it suits the product that I am selling.

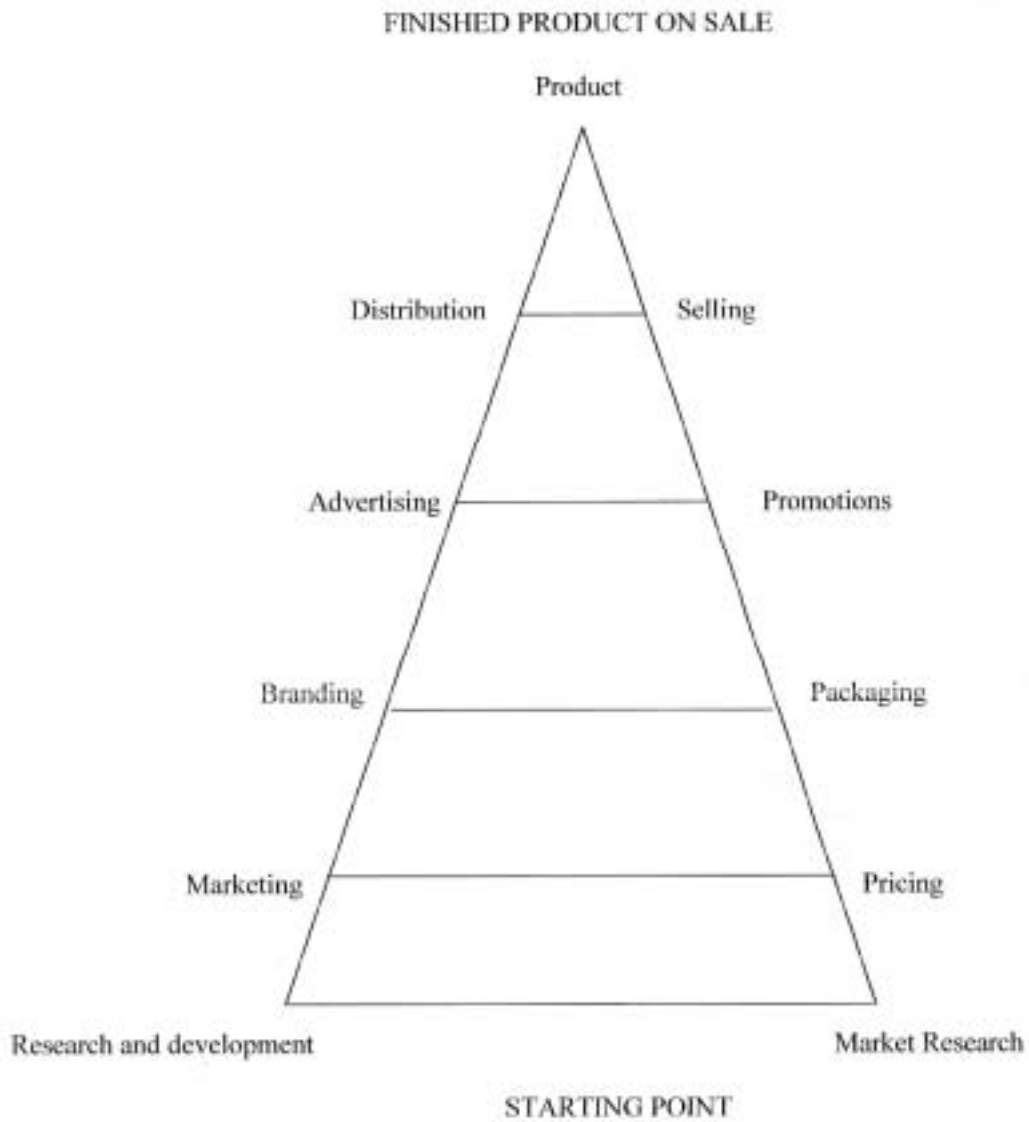
I have included the price so that the customers will not be put of by the fact that if the price wasn't included, the product will be thought to be expensive.

I have explained the product well enough by including what is inside the chocolate, the name of the product, the manufacturers name, the price, and the weight in grams.

I have made the advert short and snappy, so when a bus is travelling at a speed, you will be able to read the information, without having to read long paragraphs. Children will be able to fully understand the advert without any difficulties and so will adults.

Marketing

As Nestle is a large public limited company, it will have an overall plan for the business and objectives that it wishes to achieve.



Marketing a product

The questions to ask when marketing a product are:

- **PRODUCT** – Do people need my product? Do they want to buy it?
- **PRICE** – Is the price right?
- **PLACE** – Am I selling it in the right places?
- **PROMOTION** – Do I have good adverts? Is my packaging attractive?

Choosing the right mix

The marketing section of a business plan should aim to outline how the business intends to price, promote, distribute and sell the product – the **marketing mix**.

Having a good product, with clever designs is not enough in itself to sell a product. In order to make sales, the product must be carefully targeted to those consumers who are likely to buy. This targeting requires that the product be designed to appeal, not just in its physical design, but also in its price, promotion, packaging and distribution.

One of the main objectives for Nestlé to have is a growth in sales and to gain a certain market share in the future. The threat that we have to be aware of is an increasing competition from competitors bringing out new products.

Nestlé will have to decide how to get where it wants to go. It will have **marketing strategies**, which it will use to achieve its objectives. My plan is to increase Nestlé's market share. So, if I want to gain thirteen percent increase in the market share, I must make sure that it has the right product, at the right place, with an effective promotion. Satisfying consumers' needs is going to be my main target. I can do this by offering guarantees, coupons etc.

I will need a marketing plan, as it would make banks feel more confident about offering loans to a firm. Shareholders may also be more confident about buying shares in the business.

Marketing Plan

Product

The consumers would use my product for many occasions. So for parties, the chocolates will be presented as miniatures for a number of people to share. As gifts, they will be presented bigger etc. The appearance of the product will be another thing that could change. I would change the colour of the chocolates. Food manufacturers would go to great lengths to ensure that their products have an appealing colour. This would mean adding artificial colourings to alter the appearance. I will also change the shape, taste and size of the product. The product life cycle will be important to find out how well the product is doing. After a period of time the sales of all products rise and then later start to fall. I will try to revive it by setting out a bigger advertising campaign, reducing the price and special promotions like gifts that children and adults would like.

Price

If for example it is near Easter or Christmas, the price of my product will rise slightly. This is because more people will be expected to buy chocolates at this time.

Promotion

I will choose a promotion method, which will be likely to be most effective in the market. I will use methods such as '25% extra free'.

Place

The product must get to the right place at the right time. The product will be physically distributed by road. The product will be sold in multiple grocers and it will then be available in vending machines, selling the product singly etc.



SECTION FOUR

Evaluation

In this section I will evaluate all the chocolate market. I will back this up with evidence from the first three sections.



c6.

Analysis and conclusions made for the information I was given from the Internet

Analysis

Age of chocolate and sweet eaters

By looking at my graphs 22% of people aged 0-8 years prefer sweets. However, 18% of people aged 0-8 and 18% of people aged 45-53 prefer chocolates. This could be used to decide how the packaging could be designed, what words to use. The size of the chocolate itself is also important using this information.

Conclusion

My product will be aimed at children aged 0-8 and adults aged 45-53 years. The chocolate will not be too big or too small. It will be just right for both children and adults. It will be soft to bite into making it easily digestible.

Analysis

Sales of sweets percentage of the market

37% prefer fruit flavour sweets. This information could be used to determine what flavourings I could put into the product.

Conclusion

My product will be made of mixed fruit flavours inside the smooth chocolate. /

Analysis

Manufacturers share of the confectionery

Nestle came fourth with 18%. With this information I know that there is a lot of competition out there.

Conclusion

Nestle do have quite a good amount of shares of the confectionery, which means by releasing a new good product; the manufacturers could gain a lot more.

Analysis

Chocolate sectors

Boxed chocolates came second in the chocolate sectors, which shows that boxed chocolates are quite a good seller, depending on the product. This is a good guide to see how well my product will do. I believe that as soon as my product is on the market, boxed chocolates will be close to the top, in the chocolate sectors. I have done enough research to say this. /

Conclusion

In order for my boxed product to become a bestseller, the product has to be different from any other product that is on the market. I will do this by presenting the product in a different way using the research information I have.

Analysis

Where do people buy confectionery?

25% of sales are made from multiple grocers. This information could be used to determine where I will sell my product.

Conclusion

My product will be sold at multiple grocers, as my graph shows that products are mainly brought from there.

Analysis

Who are the buyers and eaters?

Adults for children buy 35% of confectioneries. Also 33% of confectionery are bought and eaten by adults. This information is important as it tells me to focus on who will actually be buying the product and who for.

Conclusion

My product will be aimed at adults and children both male and females. I will show this by the packaging the product will be sold in.

Using the information I got from the Internet, it said that most people bought chocolates from multiple grocers. This fitted in well with the information I got from my own survey, showing that most people bought chocolates from supermarkets.

The best place to sell my product will be at multiple grocers. I decided this using the information I had collected.

Cadburys is the most popular manufacturer with 30% of shares. Nestle do have enough shares of the market to sell another type of chocolate with 18% of shares.

The most favourite product from my survey is Mars. This does not fit in with the firm's results saying that Mars have 20% of the market while Cadburys have 30%.

Conclusion from the questionnaire given to retail outlets

Before I come to any conclusions about my boxed product, I need to analyse the questionnaire that was completed for me by a retail outlet called Thorntons.

The confectionery products that Thorntons sold varied from 99p to £35. Example: Asst Continental box weighing 360g costs £8. One bag of Original Toffee costs 99p. This information is important as it gives me a guide of how much I should sell my product for. My product will be sold for £4.99 taking in the account the weight (450g), packaging etc. Their continental range is always a good seller. Toffee does not sell well as much in the summer as in the winter. This could be because people tend to go for cooler products in the summer than in the winter. Because I want my product to be sold all year round I will not include toffee in my product. Mainly adults buy most of their confectionery. Chocolates are sold more than sweets in Thorntons. Their least expensive boxed chocolate product is £2.29 and their most expensive is £35.



Evaluation and Recommendation

I started the investigation by collecting secondary data from the web site of the main chocolate manufacturers – Nestle, Cadburys and Mars. I needed this information as it gave me an idea of what the firms were achieving. From looking at the secondary information, I was confident at recommending Nestle in releasing a new product. But I felt that I needed to do further investigations.

The next thing that I did was to collect primary data. I collected this information from my own survey. I interviewed local people so that I could compare my information with that of the main manufacturers. One of the shops that I wanted information from was Thorntons. They kindly filled in the questionnaire that I had given them. I found that they had given me useful information like what people bought more of in the summer than in the winter etc. I also visited Boots to get the prices of their boxed chocolate products, which was again useful, as I could decide how much I could charge my product for.

Before I could decide on the advertising campaign, I had to have an idea about my product that I was going to recommend, based on the findings of the data. When I began designing the product, I found it difficult as I had to take everything into consideration e.g. the age of the buyers and eaters, what they like, what type of advertising media could be used etc. I decided the target market using the information I had from the website.

Overall, I believe that Nestle would be at a good advantage by releasing Chocolate Heaven. I believe that they would succeed. I can say this because:

- Nestle have 18% of the market
- Fourteen out of twenty people I asked say that they buy boxed chocolates regularly and would buy a new boxed product
- 37% prefer fruit flavoured sweets
- From looking at the chocolate sectors, boxed chocolates come second with 609
- 25% of sales are sold at multiple grocers and this is where I would be selling my product
- 35% of chocolates are bought by adults for children
- 33% are bought and eaten by adults, this is why I have targeted my product at children and adults

6 COURSEWORK ADMINISTRATION PACK

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

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

- **Business Studies B (1952)**

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.

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 B (1952)

GCSE

Coursework Cover Sheet



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

Centre Number						Centre Name	
Candidate Number						Candidate Name	

Session (ie Jan/June)		Year	
------------------------------	--	-------------	--

Has this coursework previously been submitted for moderation? Yes/No _____

If yes:

For which session was the work submitted? Session _____ Year _____

Has the work been changed/amended since the original submission? Yes/No _____

Please state the moderated mark awarded for the original submission (i.e. after any Moderator scaling was applied).

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 B (1952)

GCSE

Coursework Enquiry Form



Centre Name		Centre Number					
Address							

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)	
Teacher's Name	Date

(continued)

**Consultant's
Initials**

Date

INSTRUCTIONS FOR COMPLETION OF THIS FORM

When developing a coursework title, it is strongly recommended that advice is obtained from OCR on the suitability of the title before candidates start their work. 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.