

OCR A291 Controlled Assessment – 2010

Matthew B – Commentary

General Comments

The candidate makes an attempt at all elements of the assessment, uses some evidence to support ideas being put forward and sets the work out clearly. Gaps in the knowledge base and application of detail within the scenario have a detrimental effect on marks.

Investigation 1

Some good accurate comments are made on the pros and cons of both Dyton and Tonbury. The application of the detail within the scenario is missing, though comments on teenagers being the key target market are relevant. There is some confusion in teenagers being in socio economic group E.

The conclusion that the rich families of Dyton are likely to give their teenage sons/daughters more allowance, therefore increasing their spending power and so make this a better place for Heather's business, is interesting. Whether this particular market will be interested in budget jewellery is another matter. Other comments supporting Dyton such as the number of shoppers, markets per week and size of population are more relevant but not always applied to Heather's business.

Investigation 2

The features/advantages/disadvantages of each method of distribution are not really clear. It is important that candidates follow the tasks set within each investigation, and not introduce other elements such as using a factory unless instructed.

Again, the application is restricted to mentions of jewellery and a teenage market. Reference to other elements within the scenario, such a new, small business with an inexperienced owner selling budget jewellery would have helped, even if covered briefly.

There is no evidence of individual market research being undertaken to support any recommendations. Simple data on where teenagers prefer to buy jewellery would have helped develop the work much more and give more support to the ideas being put forward. The recommendation for opening a shop within a big store is justified to some extent, but perhaps not in the context of Heather's particular situation.

Investigation 3

Sales promotions are covered quite well, though advertising, as a part of promotion is not present within the work. The application here is weak, with only a brief mention of jewellery. The examples given could easily have been applied to budget jewellery rather than perfume, Tesco and Asda. The conclusion that free samples is the best promotion method has limited support from data collected, but again there needs to be some link to a small jewellery business. How the promotion might change over time is started, but clearly needs more development in context.

Matthew B- Marking

	AO1	AO2	AO3	Total
Investigation 1	2	2	1	5
Investigation 2	3	2	1	6
Investigation 3	3	2	1	6

This gives a total of 17 marks, placing the candidate just below the notional mark for a grade F (18 marks).

Business Studies

A291 Marketing and Enterprise
 Unit Recording Sheet

Centre number		Series and year	
Centre name			
Candidate name		Candidate number	

Please fill out the mark awarded against each assessment objective for each investigation and comment on why the mark has been awarded.

Investigation 1	Max Mark	Mark Awarded
A01 Recalled knowledge and understanding of points why a location would be targeted.	4	2
A02 Applied the knowledge to making a choice which customers are best to aim at.	4	2
A03 Analysed some of the data quite well and simple conclusion drawn.	2	1
Investigation 2		
A01 Some gaps in the knowledge but points for each outlet discussed.	8	3
A02 Applied some simple marketing concepts for the jewellery business.	10	2
A03 Has analysed the data in a superficial way. Conclusion is not developed.	7	2
Investigation 3		
A01 Shown basic understanding of some promotional methods. Some ideas not included.	8	3
A02 Has applied only a restricted amount of the knowledge listed for A01	10	2
A03 A little of their own research which has basic analysis and a basic conclusion	7	1
Overall Mark (max 60)		18

Additional comments:

investigation 1

Heather

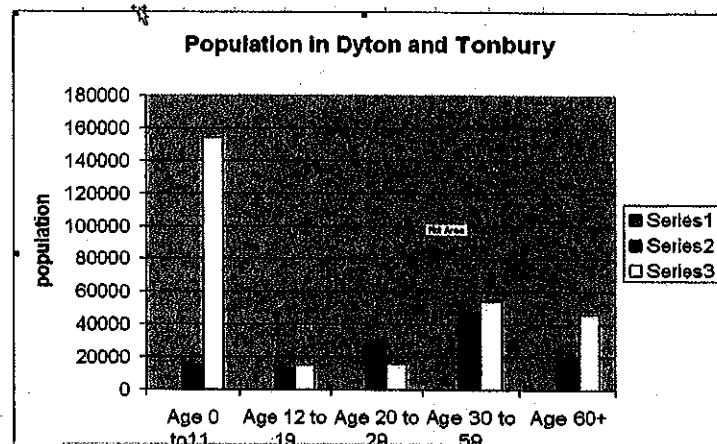
Heather is a cheap jellery making how is deciding were she think were to open a store and how to sell the jellery and heather also wants to know what type of selling store she should have.

Tonbury or Dyton

Tonbury or Dyton are the two places that she is going to sell her cheap jellery.

I have made a graph to show the populations in tonbury and Dyton.

- There is 16,000 teenagers in Dyton heathers target market
- There is 13,000 teenagers in Tonbury heathers target market



The future population

The future in 2012 the teenage population there will still be more teens in Dyton than tonbury but only by five hundred more so further on into the teenager population in Tonbury should have more teens in tonbury than Dyton.

Pros and cons of selling in Tonbury

Pros

- 6% of the population is teens heathers target market
- Only four other competitors in tonbury
- In the future the teenagers population will grow

Cons

- Less teens in tonbury 23,500 less than Dyton
- 2market a week compared to Dyton's three
- Average number of shopper in town on market days are 18,000 compared to Dyton's 30,000 on market days
- 13,000 teens in Tonbury compared the Dyton's 16,000

investigation 1

Pros and cons of selling in Dyton

Pros

- Three market a week
- Average market day shoppers 30,000
- 16,000 teens in Dyton 3,000 more than tonbury
- Average earnings in a year by parent is £28,000 so teenagers more likely to have a bigger allowance

Cons

- In the future less teenagers in Dyton than tonbury
- Only 5% of population of teens in Dyton
- Eight competitors in Dyton compared to Tonbury's four

Heather business plan

- Budget priced- to make sure she has better prices than her competitors but still profit
- Teenagers are heather's target market and I think for 10 or 11 year olds to
- 6% of the public in tonbury are teenagers
- 5% of the public in Dyton are teenagers
- Teenagers are in the socio-economic group E because teens go to school so don't work so heather need low prices

Which town to choose

I think both towns would be good to sell cheap jewellery in I think the better place to sell jewellery is Dyton because the families are richer in Dyton so teenagers are more likely to have a bigger allowance each month so more than Tonbury teenagers are likely to get because is poorer than Dyton. There more shoppers in Dyton than tonbury on market days and Dyton have three compared the Tonbury's two a week another reason I think Dyton is better for heather to sell her jewellery in is because on market day there is 30,000 shoppers in town to sell to. Another reason why I think Dyton is better is because Dyton has three markets a week to Tonbury's two a week. The population is bigger in Dyton than tonbury.

investigation 2

How to sell heather jewellery

Heather is think about how to sell the jewellery she think of different ways and this are the different ways to sell heather jewellery in Dyton or Tonbury the two places she is choosing from to sell.

A market stool

There are three markets in Dyton a week so if she wants to work as jeweller full time than a market stool is not the best way to sell jewellery but if she wants to work part time the market stool would a good way to sell the jewellery.

A shop

I think a shop would great to sell the jewellery because you can set out to be presentable to the public. You can also advertise and I think it is better than a market stool because people will get to know were you are and how you are. The look of the shop would also have to appeal to boys as well to attract them to buy some jewellery

The internet

The internet would be useful advertise on local web site and on chat sites like facebook. Heather could also go on to a site like eBay so she can sell from home. I think heather would also want to sell jewellery to teens in person because teens would not go onto a website like eBay.

Factory

A factory would safe money heather would not have to go to the buyer the buyer would come to the factory. But if heather wants to sell for a factory she would have to have good advertising all over the town of Dyton or Tonbury.

Selling through a big store

Heather could sell through a big store like Tesco home plus, British home store. I think heather selling through big store is a good idea because lots of teenagers go shopping in the high street in towns

Overall

Overall I have made a decision for which is the best place to sell heather jewellery. My decision is that a shop and selling through a big store is the best way to sell her jewellery and this is because if heather owns a shop she can lay out the jewellery the ways she wants because she would have space and make the shop appeal to teenagers with the way heather design the shop. I also think selling through big stores as well because lots of teenagers shop in the high street because teenagers would also think because it is in a big store the jewellery is top quality jewellery because it is in a top quality shop. Another reason why I think selling through a big store is because Mums and dads go shopping in big stores to so mite buy some jewellery for there children. Another reason why I think heather should sell her jewellery in a big store is that

teenagers sometimes go shopping with the parent and mite see the jewellery and ask there parents if they can buy it.

investigation 3

Sales

In sales heather will have to look at benefits and drawbacks of sales and how would a jewellery business use sales.

Benefits and drawbacks of sales

- Benefits—the benefits of a sale is that the seller attracts more people to go into the shop because if people like the jewellery in the window and see a 20% sale sign in the window people will go in the buy. But than benefit is that people will go in for the sell but also buy something that is not in the sale.
- Drawbacks= the drawbacks to a sale is that the seller will sale more but lose money on the sale prices.

How would heather's jewellery business use sales?

Heather could use sales if she has much stock to handle and if it cost money to store the stock heather can use a sale to shift the stock out and get some money back to ether break even in money terns or a small lose or profit from it so heather can use the sales. Heather could also use a sale just to draw people into to shop and could use to advertise her products.

Which promotion do jewellery businesses use today?

- Added value

With added value a costumer if they show loyalty to the company the companies sometimes offer gifts or a % off of a product

- Free samples

Companies often give free samples to a customer like with perfume companies they sometimes if a small bottle to the customer to get people to like the product so customers will come in and buy a real bottle of the perfume

- Gifts

Gifts maybe given with the gift that the customers buy and for loyalty with customers. Could also say that if a customer buys five products from the shop the customer would get a product free.

- Competitions

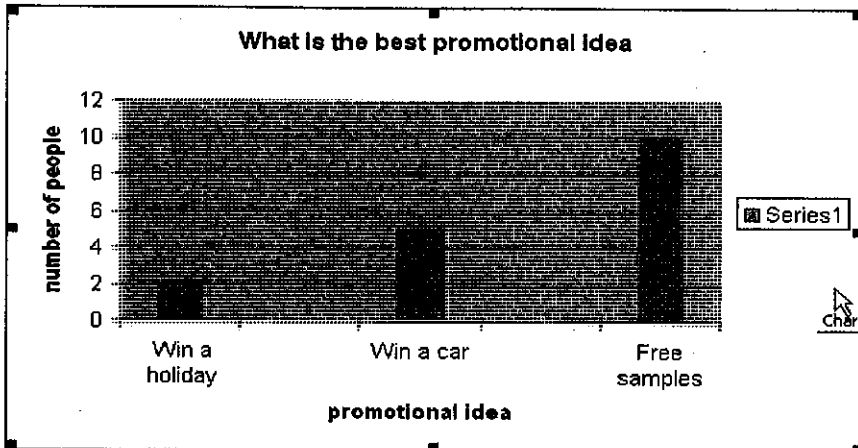
In competitions customers could win a car free car or a holiday aboard which would encourage people to enter the competition which gives the shop publicity so more may to the shop.

- Loss leaders

Loss leaders are used manly by big superstores like Tesco or ASDA but can also be used buy small companies to if use it right.

The best promotion idea for the area

I think the best promotional idea is the free samples because it is cheap and easy to make and give away and if people like them they may come back and buy the real product.



What the customer likes

Out of the promotional ideas the people liked the free samples the because as they say getting free samples of stuff is good because don't have to pay anything. It would also be easy for Heather because would have to make them but does not have to give them out herself.

How the promotion will need to change

It will need to change because new products will come out in the future and sometime new product may need to be advertised or promoted in a different way how the promotion is now.

Conclusion

My conclusion is that heather should open her jewellery shop in Dyton because of the evidence I have given show this. I also think heather should sell her jewellery in a shop and advertise in local papers.