
Btec Business Unit 2 - Developing a marketing campaign Latest Update 2024-2025 Questions and Verified Correct Answers Guaranteed A+

1) Discuss the market information - **CORRECT ANSWER** You could possibly use the 5C's Analysis.

5C's = Company, Customers, Competitors, Climate

5C's analysis (more depth) - **CORRECT ANSWER** Company = Pick out important information about company (starlight classics), you could talk about strengths/weaknesses etc..

Customers= Discuss and analyse the most relevant information such as: Market size, Target market, Frequency of purchase, Fashion and trends, Customer needs and wants.

Competitors= Discuss who the competitors are, what their market size is, their product ranges,Prices, distribution channels etc...

Climate= This will be covered in the PESTLE Analysis (External factors).

Consider this model to help you explain why - **CORRECT ANSWER** 1) Explain the promotional method

2) Explain why this method is suitable and how it can benefit the business

3) Explain the marketing message

P.S the marketing message reflects how the business wants to be seen by their target market.

Final Step for activity 1 - Justification & Discuss initial ideas (5) - **CORRECT ANSWER** Draw conclusions and pull together all your initial ideas.

Justification paragraph -
Talk about the market information

PESTLE Analysis

SWOT Aanalysis

Key challenges for how the business, how this might influence their success and how they might overcome it.

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Rosina Ehmann



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