

OCR level 1 / 2 Cambridge National in Enterprise & Marketing

Market & pitch a business proposal

Unit no. R069 – coursework unit

Coursework planning booklet

Baslow Bags

(30% of the total qualification grade)



Name:

Tutor:

Class:

Scenario (from OCR)

Pitching your product proposal

You are a product designer and you have carried out market research to create a new product design which you want to bring to market.

You are now ready to develop a brand for your product, make recommendations as to how to promote it, and prepare a pitch to show an audience that your product proposal will be successful if introduced to the market.

Your pitch will include:

- Your product design.
- Your brand personality.
- Your pricing recommendation.
- Your proposed promotional campaign.
- Any other relevant information from your findings in R068.

Important Advice:

- You will need to have completed the assignment for R068.
- Read through all the tasks carefully, so that you know what you will need to do to complete this assignment.
- Look at the marking criteria grids to see how the tasks will be marked. Your teacher can explain the marking criteria if you need help.
- You will need to use relevant skills/knowledge/understanding from other units you have studied in this qualification.
- You must use the Practice Pitch Feedback form and the Teacher Observation Record provided for Tasks 3 and 4. You must adhere to the guidance given when completing the Teacher Observation Record.

- Task 1 – Developing a brand
- Task 2 – Create a promotional campaign for your business proposal..
- Task 3 – Develop a pitch for your proposal
- Task 4 – Pitch your business proposal to an audience
- Task 5 – Reflect on your pitch and business proposal

Task 1 – Developing a brand - 12 marks in total

You have been asked to develop a brand identity for your product proposal. You may present your work in any combination of formats, for example sketches, storyboard, mind map, written report. A written report may be the most appropriate format of evidence where explanations, justifications, and assessments etc. are required.

Part One – Assess the current market for your product proposal

You must:

- A. Briefly outline your product design and target customer profile from R068.
- B. Research at least two competitors' products to find out strengths, weaknesses, and their unique selling points.
- C. Carry out an analysis of the opportunities and threats in the external environment.
- D. Based on your research and analysis, review the strengths, weaknesses, and unique selling point of your product design.

Part Two – Develop a brand for your product proposal.

You must:

- A. Create a brand personality which considers:
 - I. brand identity
 - II. brand image
 - III. three branding methods, to include a logo.
- B. Justify the combination of branding methods you have chosen to create your brand personality.
- C. Assess the likely success of your brand with reference to your target customer profile and market research finding from R068.

Task 1: My planning for Task 1 Part 1 – Assessing the current market for your product

(A) Briefly outline your product design and target customer profile from R068.

This task doesn't form part of the grade for this task; however, it is important that you refresh yourself with your previous work on Baslow Bags because this coursework builds upon the work you did previously.

Go back to your previous coursework on Barlow Bags and **briefly** summarise your product design and target customer profile. Use the space below to plan this:

My product design (from task 4 in your previous coursework):

My target customer profile (from task 2 in your previous coursework):

(B) Research at least two competitors' products to find out strengths, weaknesses, and their unique selling points.

You need to choose two competitor businesses that sell a backpack that are similar to your own design, and for each gather information on the following:

1. Go onto competitor websites (referencing them into your work) and find out:
 - a. Information on their backpack products for sale:
 - i. The variety of backpacks available.
 - ii. Product specifications (measurements, features, added extras).
 - b. Their prices range of backpacks that are like your own design.
 - c. Any special offers.
 - d. Any customer feedback / reviews on their websites.

2. Go onto any other websites where you can find more information on customer review ratings of your competitor products. These can include review websites and social media sites such as YouTube where lots of review videos are posted.

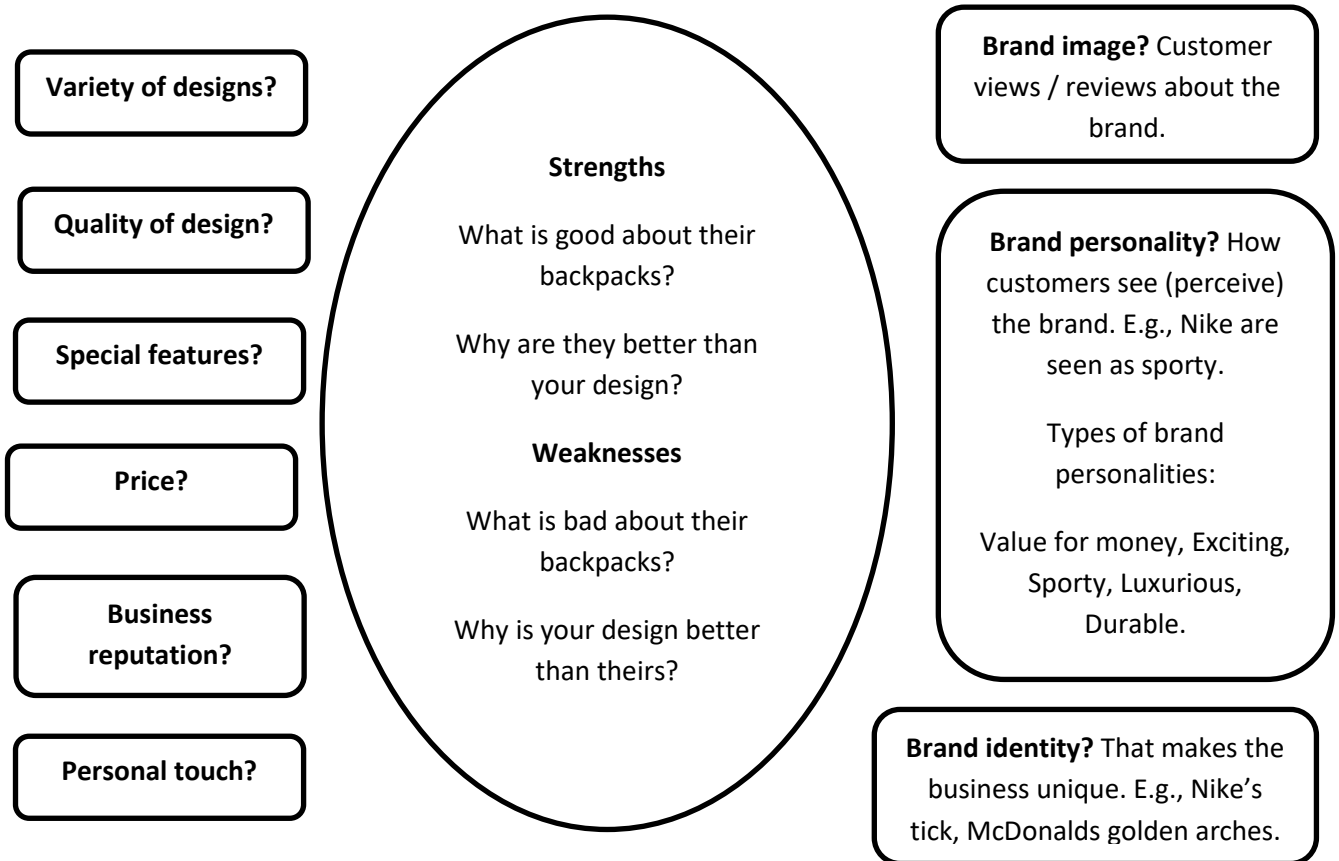
Use the space below to gather your research – making sure you reference all websites used:

Competitor 1:	Competitor 2:

(B) Research at least two competitors' products to find out strengths, weaknesses, and their unique selling points.

Continued ...

3. Now that you have researched two competitors and their backpack designs. You now need to analyse your competitor strengths and weaknesses and how they are better and worse than your own planned backpack design. The information in the shapes below can help you focus your strengths and weaknesses.



4. The next part of this task is to explain your competitors unique selling point (USP). This is the specific characteristic/ feature that makes their business / backpack stand out above all others that are available for sale.

Example USPs:

- KFC's USP is their secret spice ingredient.
- Body Shop's USP is their ethical position against animal testing.
- Nike's USP is their brand image of being the best sports brand because they sponsor top sport stars in the world.

5. The final part of this task is to then explain how you will differentiate your own backpack design from these competitors.

- What will be your USP for your backpack design?
- What makes your backpacks different from your competitors? / How can you make your product different, so it still stands out compared to these competitors?

Use the space on the next page to start planning your ideas

My plan for task B (part 3, 4 and 5)

Competitor 1 – Strengths	Competitor 2- Strengths
Weaknesses	Weaknesses
Unique selling point (USP)	Unique selling point (USP)

How my backpack design will be unique / stand out / be different to competitors

(C) Carry out an analysis of the opportunities and threats in the external environment.

The external environment is the factors outside a business's control that can affect how the business performs and operates. These external factors provide opportunities (benefits) and threats (problems) for businesses. In this task you need to analyse the following four external factors: **Economic factors, Social factors, Technological factors,** and **Ethical factors.**

For each external factor you need to research the current trends and explain how it may provide either opportunities (benefits) or threats (problems) to the likely success of your backpack design.

Economic factors: Affects the amount of income people have and how much they are willing to spend.

Economic factor	Description	Website links to current data	Questions to answer in your coursework
<p>Tax Rates</p> <p>Taxes are the amount of money that workers and business have to pay to the government.</p>	<p>Income tax: This is how much money workers must pay to the government from their wages.</p> <p>Corporation tax: This is how much money Baslow Bags Ltd must give back to the government as a percentage of their sales.</p> <p>VAT tax: This is the amount added to the price of the product that must be paid to the government.</p>	<p>Income tax: https://www.taxrebateservices.co.uk/20232024-personal-allowance</p> <p>Corporation tax: https://www.icaew.com/in-sights/tax-news/2022/oct-2022/corporation-tax-rate-to-increase-to-25-from-1-april-2023</p> <p>VAT tax: https://www.gov.uk/vat-rates</p>	<p>Are / have taxes going up / down or staying the same?</p> <p>How will the changes in income taxes / VAT affect the ability for customers to afford to buy the backpack?</p> <p>How will changes to corporation tax affect Baslow Bags?</p>
<p>Interest rates</p> <p>Affect whether people borrow or save their money.</p>	<p>Borrowing money: Are the additional amount charged when borrowing money. Higher interest rates mean higher repayment costs of loans and mortgages.</p> <p>Savings: Interest rates are also the additional amount gained by people for saving their money in banks. Higher interest rates will cause more people to save than spend.</p>	<p>https://tradingeconomics.com/united-kingdom/interest-rate</p>	<p>Have interest rates gone up or down in the last year?</p> <p>By how much?</p> <p>How will this affect potential customers ability to purchase your backpacks?</p> <p>Will customers rather save or spend (take out loans)?</p>
<p>Exchange rates</p> <p>Value of the £. E.g., in March 2021 £1 could buy €1.21 Euros.</p>	<p>Importing stock: If the value of the pound rises, it means you can buy stock from abroad for cheaper. E.g., backpack materials.</p> <p>Selling products to customers abroad: If the value of the pound rises it means that backpack prices will be more expensive for customers abroad.</p>	<p>https://www.xe.com/currencycharts/?from=GBP&to=EUR</p>	<p>How many euros can £1 buy you today compared to March 2021 / last year?</p> <p>How might this affect the cost of Backpack materials bought from abroad?</p> <p>How might this affect the number of people from Europe that purchase the backpack from Baslow?</p>

Economic factors: Affects the amount of income people have and how much they are willing to spend.

Continued ...

Economic factor	Description	Website links to current data	What you need to analyse about each factor?
Inflation	<p>Inflation: This is a measurement of how much average prices are rising by within the country. A 5% inflation rate means that prices for products are 5% higher compared to last year.</p> <p>The higher the rate of inflation the more expensive things are for people. If people do not get wage rises that match inflation, then they might be unable to afford to buy as many luxury products.</p>	<p>Inflation: https://tradingeconomics.com/united-kingdom/inflation-cpi</p> <p>Wage growth: https://tradingeconomics.com/united-kingdom/wage-growth</p>	<p>Is inflation rising or falling over the past year?</p> <p>By how much?</p> <p>How might this affect the number of customers?</p> <p>How does the inflation figure compare to the changes in wages?</p> <p>Comparing inflation to wage growth, are customers becoming richer or poorer? And how may that affect backpack sales?</p>
Unemployment	<p>Unemployment: This is a measure of the percentage of working aged people that currently can work but do not have a job.</p> <p>If unemployment rises, less people have jobs which can affect their ability to buy things.</p>	<p>Unemployment: https://tradingeconomics.com/united-kingdom/unemployment-rate</p>	<p>Has unemployment gone up or down?</p> <p>By how much?</p> <p>How may this affect the number of people that will want to purchase backpacks? Why?</p>

Use this space below to make a note of your research and findings of the economic environment. You do not have to use all areas, just the ones that are more likely to provide opportunities and threats.

C) Carry out an analysis of the opportunities and threats in the external environment. Continued ..

Social factors: Are changes to the demographics, lifestyle and tastes of the population

Social factor	Description	Website links to current data	Questions to answer in your coursework
<p>Demographic trends</p> <p>Demographics are statistical trends on the UK population such as:</p> <ul style="list-style-type: none"> • Population changes • Age structure trends • Ethnicity trends 	<p>Population changes:</p> <ul style="list-style-type: none"> • Will tell you if more or fewer people are living in the UK. <p>Age structure trends:</p> <ul style="list-style-type: none"> • Will tell you the average age of people in the UK. • The changes in the number of people at different ages that are living in the UK. <p>Ethnicity trends:</p> <ul style="list-style-type: none"> • Cultural identity trends will tell you about the change in the number of people from different ethnicities that live in the UK. • People from different ethnicities may prefer different styles of backpacks. 	<p>This website link will help you gather information on population trends and forecasts, changing age structure of the UK and ethnicity trends of people living in the UK.</p> <p>https://www.ons.gov.uk/peoplepopulationandcommunity</p> <p>you will need to navigate to the correct demographic reports from this website.</p>	<p>Is the UK population rising / falling? By how much?</p> <p>What is happening to the age structure of the UK?</p> <p>What is happening to the population of the age group you are targeting?</p> <p>What is happening to the changes in the population of people from different ethnicities?</p> <p>How might these factors affect the number of sales of backpacks? How might they provide future opportunities / threats of backpack sales?</p>
<p>Consumer tastes and fashions</p> <p>It is important for business to keep up to date with changing tastes and fashions of customers.</p>	<p>Tastes and fashions change more rapidly in products such as clothing and accessories.</p> <p>It is important that you try to find research out on the backpack styles that are becoming in fashion and those that are going out of fashion.</p>	<p>https://www.teenvogue.com/story/best-backpacks-for-school</p> <p>https://www.justthedesign.com/fashion-trend-a-shift-towards-the-backpack/</p>	<p>Look at these websites and any of your own research to find out if backpacks are becoming more or less fashionable and the styles that are more in fashion.</p> <p>Explain how this could help sales your bag design and Baslow Bags.</p> <p>Explain any threats that these changing fashion trends may have on your bag design / Baslow Bags.</p>
<p>Lifestyle changes</p> <p>These are changes to the way people live their lives.</p>	<p>Over recent years more people have become:</p> <ul style="list-style-type: none"> • More environmentally conscious people. • More people focus on health, fitness and nutrition. • More people are vegans. 	<p>https://madeinshoreditch.co.uk/2022/09/15/top-7-lifestyle-trends-in-the-uk/</p>	<p>Look at recent lifestyle changes of people in the UK using the website link to the left.</p> <p>You need to analyse how some of these lifestyle changes can impact backpack sales.</p>

C) Carry out an analysis of the opportunities and threats in the external environment. Continued ..

Technological factors: Include technology to produce products, communication technology and information technology.

Technological factor	Description	Website links to current data	Questions to answer in your coursework
<p>Production technology</p> <ul style="list-style-type: none"> Machines / robots used to make products. 	<p>Machines / robots used in factories to make products rather than humans.</p> <p>Machines / robots compared to humans can work faster, don't require breaks and are more accurate. However, at the expense of job losses for humans.</p>	<p>https://www.youtube.com/watch?v=SN83EJK4O50</p>	<p>Watch the video and make notes on the machines that are used to help make backpacks and the pros and cons of using these machines to Baslow Bags.</p>
<p>Communication technology</p> <p>Technology has made communication much easier:</p> <ul style="list-style-type: none"> Websites for information. Web chat to workers. Buying online and via apps. 	<p>Being able to contact and purchase products much easier means that there is less requirement for:</p> <ul style="list-style-type: none"> Physical stores on expensive high streets. Having to travel to places to purchase and speak to workers. The business can sell to customers around the world easier. <p>However,</p> <ul style="list-style-type: none"> Certain customer segments that are not very good at using technology may struggle to buy / speak to workers in the business. 		<p>Look back at Baslow Bags to see how they sell / communicate to customers and explain the opportunities and threats of their chosen method of selling & communicating.</p>
<p>Information technology</p> <p>Advancements in computer software has allowed businesses to gather more research on customer buying habits and allowed businesses to keep track of customers easier.</p>	<p>Customer buying habits</p> <ul style="list-style-type: none"> Businesses can track how often customers purchase / visit their webpages / social media pages. Can keep track on the popularity of website sales compared to app sales. <p>Customer views</p> <ul style="list-style-type: none"> Businesses can track of customer reviews on review websites and their own webpage. <p>However, businesses must protect any stored data on customers and not leak this information out. They may need to invest in expensive anti-virus software and staff training to keep data safe. They could be fined by the government if customer details are leaked as there is a law on data protection.</p>		<p>Look back at Baslow Bags to see what technology they may use to keep track of customers data, buying habits and views.</p> <p>Explain the possible advantages and disadvantages to Baslow Bags of holding this information.</p>

C) Carry out an analysis of the opportunities and threats in the external environment. Continued ..

Ethical factors: Are changes to the demographics, lifestyle and tastes of the population

Ethical factors Description	Study and consequences	Questions to answer in your coursework
<p>Being ethical means that the business is doing the right thing and being better for anyone that is affected by a business.</p> <p>Being unethical is the opposite, is where the business only really thinks about themselves and their own profits rather than how they affect others.</p>	<p>In recent years there has been numerous studies that shows ethics are becoming more important. In part driven by technology. These days we can easily find out about the business factories around the world that might be exploiting workers or suppliers in poorer countries.</p> <p>Examples of businesses becoming more ethical:</p> <ul style="list-style-type: none"> • Becoming environmentally friendly and cutting down on carbon emissions. <ul style="list-style-type: none"> ○ E.g., reducing plastic usage and waste. • Paying workers more than minimum wages. • Paying suppliers, a better (higher) price for the materials (also known as fair-trade). 	<p>How might the greater importance of becoming more ethical benefit Baslow Bags and your backpack design?</p> <p>How might the greater importance of becoming more ethical cause problems for Baslow Bags and your backpack design?</p>

Use the space below to gather your research and notes on these other external factors. You should consider one to three opportunities and threats from each of the external factors.

(D) Based on your research and analysis of external factors, review the strengths, weaknesses, and unique selling point of your product design.

The last task of part one requires you to use all the information you gathered on the four external factors and apply them specifically to your chosen backpack design from your previous coursework.

For example

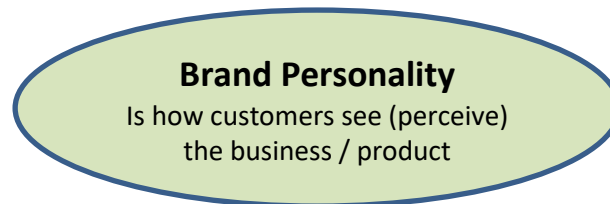
- if your main material is plastic based, this now could be a weakness due to ethical (environmental reasons).
- If there is a growing number of people in the UK that is your target customer age, this could be a strength.
- If inflation is rising more than wage increases people will still buy necessity goods like food, but will they buy backpacks?

Use the space below to plan your answer:

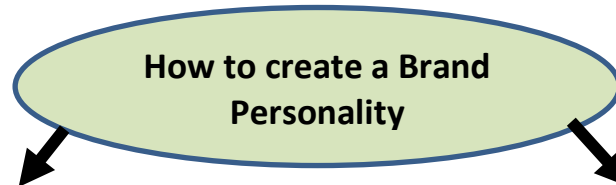
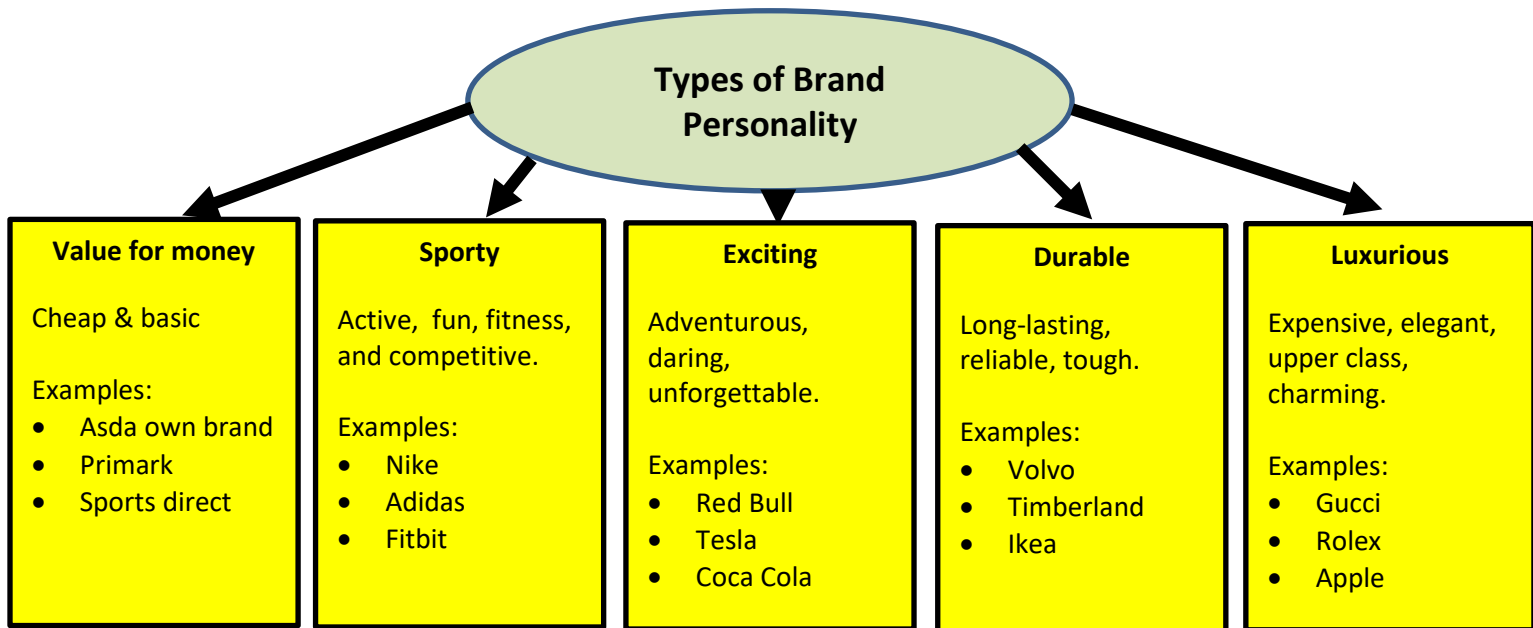
Strengths of my backpack design based on external factors	Weaknesses of my backpack design based on external factors
Review the unique selling point (USP) of my backpack design based upon your strengths. Remember, a USP is what will make your backpack stand out / be unique that will attract customers.	

Task 1 Part 2 – Develop a brand for your product proposal.

A brand is the image and name of a business or product that sets it apart from competitors



Think of your classmates, and how you would describe each of their personalities



1. Create a brand identity

A brand identity is the way the business wants to perceive the brand to be. The image you want customers to have when thinking about your backpack.

Developing a brand identify Includes:

- **Visual look** – Different images give off different perceived views of a business.
- **Colours** – Different colours represent different emotions, see these two websites:
<https://londonimageinstitute.com/how-to-empower-yourself-with-color-psychology/>
<https://www.oberlo.com/blog/color-psychology-color-meanings>
- **Type face** – Different Fonts give off a different image. E.g., *Comic Sands* is seen as fun.

2. Create a brand image

A brand image is the actual way customers think about a business / product, how they perceive the brand. This can be developed from customers own experiences overtime.

A brand image is based on:

- **Logo design** – A logo captures the customers attention. When designing a logo, you need to think about the colours, font and image you want to get across. Most logos are simple but powerful e.g., the Nike tick.
- **Customer perception** – These are the feelings customers have about a brand, and their own experiences with it.
- **Brand association** – Is anything that creates a link in the customers mind to a particular brand. E.g., “Have a break” has an association with Kit Kat. Sporting success has an association with Nike as they use elite sport stars in adverts. A jingle, phrase, or use of celebrities can help brand association.

How to create a Brand Personality

3. Using branding methods

You need to and design at least three branding methods which must include a logo

A **brand name** is the actual name of the product that can help it stand out and differentiate from competitors.

<https://cooltool.com/blog/durex-spotify-adidas-how-30-famous-brands-got-their-names>

Brand Name

Strapline

A **strapline** is a short slogan or brief sentence that summarises the brand identity. E.g., "Have a break" (Kit Kat) "Just do it" (Nike), "I'm Lovin' it" McDonalds.

Other examples:

<https://www.blackpoolgazette.co.uk/read-this/these-are-the-top-20-most-frequently-used-slogans-in-everyday-conversations-3602484>

A **logo** is a symbol, image, or shape that are used to grab the attention of customers. The logo is placed on the backpack.

The most iconic logos are simple in design, so that they are easily recognisable.

<https://inkbotdesign.com/100-famous-logos/>

Logo

Different branding methods

Characters

A **physical mascot / character. Or an animated character** with distinct personalities that represent the brand identity. Easily recognisable characters that customers can relate to / have emotions for.

E.g., The go-compare man (go-compare), Micky mouse (Disney), Tony the tiger (Frosties) Colonel Sanders (KFC). More examples:

<https://graphicmama.com/blog/21-famous-brand-mascot-designs-time/>

With a mascot (either real or digital) will need to have a specific personality that links to your customer profile.

A **sound / jingle** is a short tune/song used in promotional videos that can be immediately recognisable to customers. You can listen to examples here:

<https://www.youtube.com/watch?v=7cDQjyrFh10>

Sound / Jingle

Celebrity endorsement

Celebrity endorsements can be very expensive. However, using celebrities within promotions can give the brand credibility. The celebrity will already have a known personality, so the choice of celebrity needs to link to the brand personality of your backpack.

Examples: George Clooney is used in Nespresso adverts to promote a sophisticated, high quality, luxury brand image due to the famous film characters he played.

<https://www.youtube.com/watch?v=keOaQm6RpBg> lots of other examples can be seen on YouTube.

Task 1 part 2: Use the space below to plan your answer to this task:

- i. My chosen type of brand personality:
- ii. How this is appropriate for my backpack's target customer audience:
- iii. My chosen brand identity and image that I want customers to feel / think when they look at my brand: (think of different emotions / words you want customers to feel about your brand)

- iv. How this is appropriate for my backpack's target customer audience:
- v. Brand identity / Brand image design features:
 - Visual look:
 - Colours (look back at the website links on the previous page):
 - Type face:
 - Logo design idea:
 - Customer perception:
 - Brand association:
- vi. Explain the reasons for your choices to part v above (why it is suitable for your target customer group)

vii. Plan for my three branding methods which will help promote my specific brand personality:

1. Logo design

2.

3.

viii. You need to justify how each of your branding methods will work well together to promote the brand personality you want to get across to your customer:

Why branding method 1 and 2 work well together to promote my **brand personality**:

Why branding method 1 and 3 work well together to promote my **brand personality**:

Why branding method 2 and 3 work well together to promote my **brand personality**:

ix. The final task in this section is to evaluate why your created brand personality is likely to succeed for your target customer group:

My brand personality is relevant to my chosen customer segments because (Explain how your brand personality will appeal to each of the specific parts of your chosen customer segment)

My brand personality is appropriate for the **age** of my target customers because:

My brand personality is appropriate for the **gender** of my target customers because:

My brand personality is appropriate for the **occupation** of my target customers because:

My brand personality is appropriate for the **income level** of my target customers because:

My brand personality is appropriate for the **lifestyles** of my target customers because:

My brand personality is appropriate for the **location** of my target customers because:

Task 2 – Create a promotional campaign for a business proposal - 9 marks in total

You must:

- A. Explain the objectives and Key Performance Indicators (KPIs) for your promotional campaign.**
- B. Create three different types of promotional materials to raise awareness of your product. The types used must be a combination of digital and non-digital materials.**
- C. Justify your choice of materials based on how well they complement each other and meet the needs of your target customer profile.**

- D. Produce a timeframe for your campaign and justify why it is appropriate.**

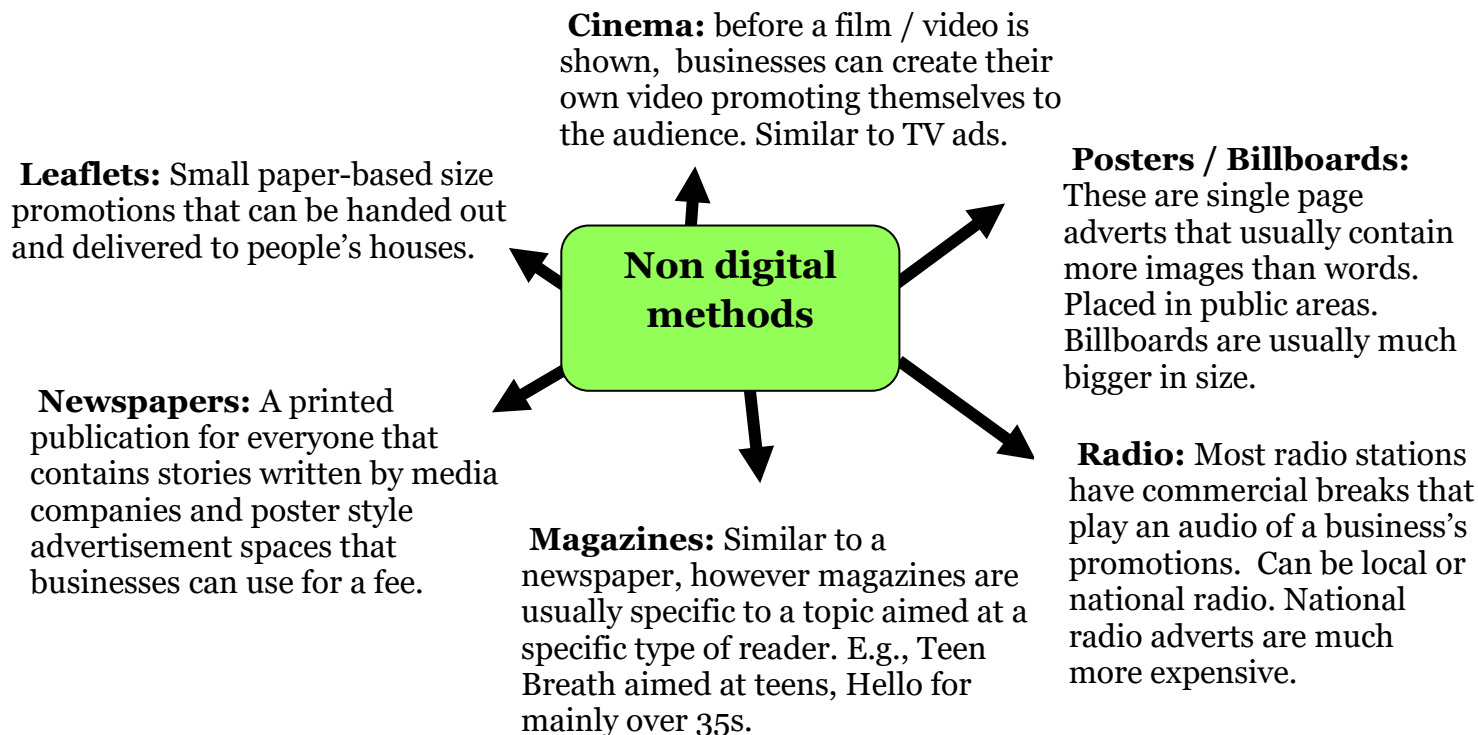
You should demonstrate your ability to draw upon relevant skills, knowledge and understanding from Unit R067, Topic Areas 4.3, 4.4 and 4.5.

On the next few pages, you will see extracts from the revision guide for these topic areas. The full revision guide with all topics for R067 can be purchased from <https://www.tes.com/teaching-resource/r067-ocr-l1-2-cnat-enterprise-and-marketing-revision-guide-course-starting-sept-2022-12684881>

4.3 Types of advertising medium used to attract and retain customers and the appropriateness of each

Digital advertising is promoting the business using online methods.

Non-digital advertising is promoting the business using traditional methods (not online).



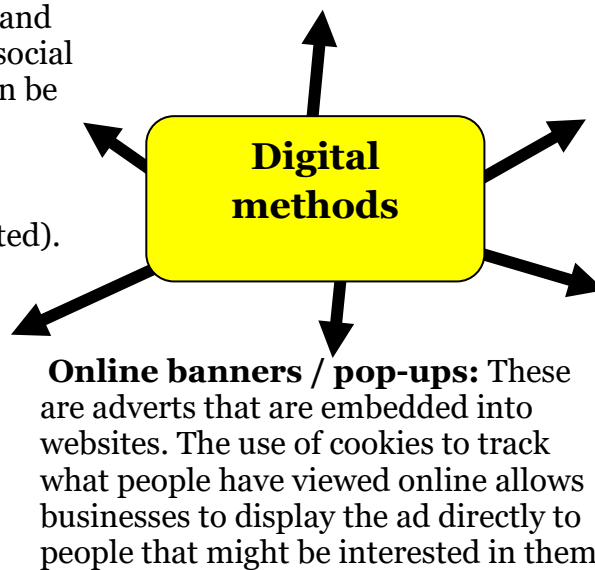
	Advantages of non-digital methods	Disadvantages of non-digital methods
Leaflets	<p>Can be given or delivered to specific people / houses in the area.</p> <p>Usually very cheap to create and produce.</p>	<p>Leaflets contain just pictures and words. They are not interactive, or video based to demonstrate the product in action.</p> <p>Often seen as junk mail and may be thrown in the bin / ignored.</p>
Newspapers	<p>Can reach a very large audience - especially national newspapers.</p> <p>Newspapers can be accessed online and in print.</p> <p>Newspaper adverts and magazine adverts are more trusted by consumers due to the issues of fake news and po-ups that occur online.</p>	<p>More younger people use online sources of media rather than newspapers.</p> <p>People buy newspapers for their stories and not the adverts within them, and usually throw them away after a few days.</p> <p>The quality of a newspaper print is often poor and has low visual appeal.</p> <p>No control of media stories that are written.</p>
Magazines	<p>Most magazines have a specific reader so adverts can be targeted directly to specific audience.</p> <p>Magazines are of a better-quality printed material compared to newspapers.</p> <p>Magazine adverts and newspaper adverts are more trusted by consumers due to the issues of fake news and po-ups that occur online.</p>	<p>Magazines adverts may not be read as the consumers buy the magazines for the stories.</p> <p>Magazines contain just pictures and words. They are not interactive, or video based to demonstrate the product in action.</p>

	Advantages of non-digital methods cont.	Disadvantages of non-digital methods cont.
Radio	<p>Businesses can use a memorable song or jingle that stays with the listener.</p> <p>Local radio adverts can be inexpensive.</p>	<p>The customer can not see the product or service being used in action.</p> <p>Listeners may change the radio channel when adverts are on.</p> <p>National radio adverts can be expensive.</p>
Poster / Billboards	<p>They can be placed in areas where a lot of potential customers may walk or drive past.</p> <p>Can be placed at bus and train stations that people will look at while waiting for their transport.</p>	<p>They contain mainly pictures. They are not interactive, or video based to demonstrate the product in action.</p> <p>People may walk or drive past them fast so do not have time to look at the promotion for it to make an impression on them.</p>
Cinema	<p>Adverts are video based on a very large screen and can demonstrate the products being used.</p> <p>Moving images can be more persuasive than words.</p>	<p>Lots of people may ignore the advert as they are there to watch a film / programme.</p> <p>Can be very expensive to have this type of promotion.</p>

Social media: Using social media sites such as Facebook, Instagram, Twitter, Tick Tok and YouTube to promote the business. Images, videos, comments, and reviews can be displayed on social media. Social media posts can be generated by the business themselves or by paying influencers to promote the business (third party-generated).

Vlogs / Blogs: A vlog is a video published post about a business online, and a blog is a written published post online (like an online diary).

Podcast: These are discussions that people can listen to from their phone or computer. Like radio advertisement.



Websites: An internet page with a specific domain that can provide information about the business and can allow customers to book and pay for items online.

SMS text message: This is when a business sends promotions to the phones of customers in a message form.

	Advantages of digital methods	Disadvantages of digital methods
Social Media	<p>It can be cheap. However, the business may need to employ a social media manager or provide incentives / payments to influencers to promote their brand.</p> <p>Social media allows the business to promote itself in multiple forms (video, pictures, comments, reviews).</p> <p>Customers can see real time experience of other customers and about the business with constant posts being made about the business.</p>	<p>The business has no control over third party generated posts from influencers and the lifestyle they choose to live could negatively affect the brand image of the business.</p> <p>The business needs to get followers or pay influencers lots of money to gain followers for their promotions to be seen.</p> <p>Limited control over comments made about the business on social media.</p>

	Advantages of digital methods	Disadvantages of digital methods
Website	<p>The business can fully control the content on its website and can provide a professional image of the business with a high-quality website design company.</p> <p>Customers are more likely to trust a website and purchase from a website than over social media.</p>	<p>The business has to pay for a website, and it can take a lot of time to keep it updated. The business may have to pay someone to update and manage the website.</p> <p>It can take a while for the website to be popular and show up near the top in search engines.</p>
Online banners / pop-ups	<p>They can be displayed in video or other visual forms to attract customers to look at them.</p> <p>Cookies track the websites that customers visit and so the online banners and pop-ups can be directly targeted to people who have visited similar websites that might be interested in the business.</p>	<p>Lots of customers will find banner and pop-ups annoying when visiting different websites.</p> <p>They can be blocked by customers so they don't appear on the websites.</p>
SMS text messages	<p>Messages are quick to create and can be sent to thousands of people instantly.</p> <p>Sending text messages can be a cheap way of promoting depending on the business phone contract.</p> <p>Links to websites, offers can be sent within the text message.</p>	<p>Customers may ignore the messages and consider it as junk mail.</p> <p>The business will need to get the customer details (their mobile number) to be able to send promotions to them.</p> <p>The message length will be limited to a sentence or two so the business may not be able to fully promote itself.</p>
Podcast	<p>These can be streamed live or pre-recorded and the audience can be invited to ask questions and join in the podcast.</p> <p>They are more personal than written communication as the customer can hear the business being represented than reading a written promotion about the business.</p>	<p>Podcasts are not visual, and the business may not be able to demonstrate the product or service as good compared to video posts. It is similar drawbacks to radio advertising.</p> <p>It can be difficult to attract customers to listen to podcasts as there are so many available to listen to each day.</p>
Vlogs / Blogs	<p>Vlogs allows the business to promote itself using videos so they can demonstrate the products they sell in action.</p> <p>Vlogs can be streamed live, and the business can answer questions to any comments made.</p> <p>A Blog can provide detailed written information about the business and can be accessed easier in buy/ loud areas where its difficult for the customer to watch a video.</p>	<p>Vlogs and Blogs can take a lot of time for the business to constantly update to keep customers updated with the latest information about the business.</p> <p>Blogs are more traditional than Vlogs and do not allow the business to demonstrate its product or service as it is a written form.</p>

4.4 Sales promotion techniques used to attract and retain customers and the appropriateness of each

Sales promotion techniques are used by businesses to gain a short-term increase in sales.



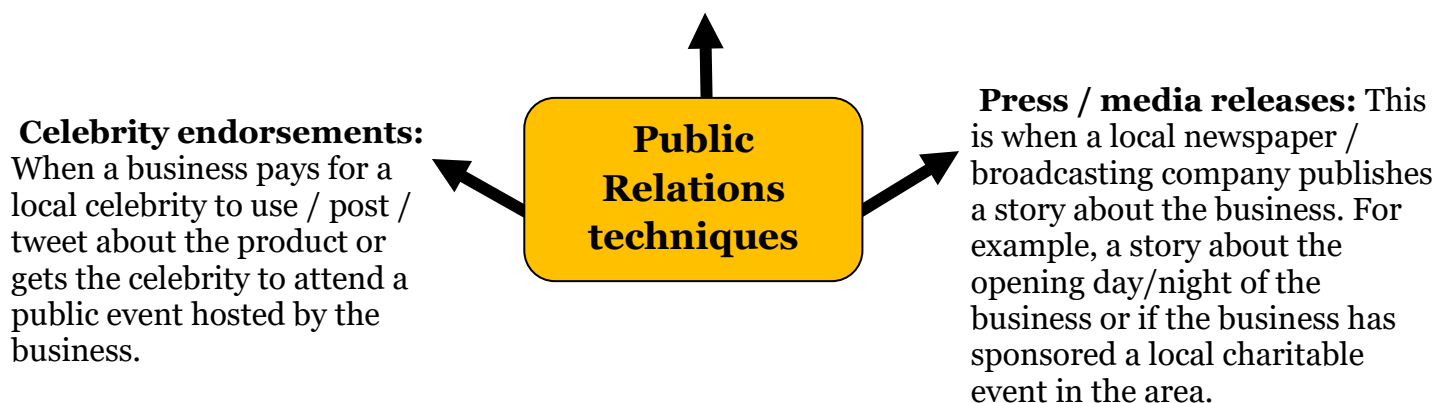
	Advantages of sales promotion techniques	Disadvantages of sales promotion techniques
Discounts	A special offer such as a discount is likely to grab the attention of customers to buy the product now rather than wait for the future to make the purchase.	Any discount is profit lost for the business. Discounts that last a long time will lose its appeal as the discounted price will become what customers expect.
Competitions	The chance to win a free prize may attract customers to buy something or sign up to the competition. Personal details such as the customers email / phone number will then be gained so more special offers can be sent in the future.	Some customers may not trust the competition or believe they do not have a chance to win so they are not attracted by it. The prize might be a very expensive purchase that the business must pay for e.g., a new laptop / car. The competition will only last for a short amount of time before a winner is selected.
Buy one get one free (BOGOF)	Customers will think they are getting a really good deal and so they are more likely to purchase the good / service.	The business loses revenue and profit on one out of every two items sold. At the same time, the business still must pay for the cost of making the product that they give away for free. If BOGOF lasts for a long time it becomes a normal expectation for the customer and not a promotion. A good example of this is Dominos in England where if a customer collects its always BOGOF.

	Advantages of sales promotion techniques continued	Disadvantages of sales promotion techniques continued
Point of sale advertising	<p>Having items for sale at the checkout will catch their eyes and make customers make impulse buys whilst waiting for a checkout to become available.</p> <p>It gets customers to buy item they did not intend on purchasing.</p>	<p>If there are no queues customers may not notice the items.</p> <p>The point-of-sale display must be eye catching.</p> <p>Impulse buys are more likely to be returned for a refund than other goods as the customer did not intend to buy them.</p>
Free gifts / product trials	<p>As its completely free for the customer, they are more willing to try the product.</p> <p>A customer will feel more valued if they receive a free gift from the business and return in the future.</p> <p>Customer opinions on the product trial can help the business make changes and improve the product in the future.</p> <p>Customers will try things they would not usually buy.</p>	<p>The business must pay to produce the gift and provide the sample.</p> <p>The gift / freebee might not be an item the customer is interested in and throws it away.</p> <p>Providing samples does not mean the customer will then buy the product. The customer might just want to try it because it's free with no intention of buying. E.g., customers trying perfume in store to smell nice rather than to make a purchase.</p>
Loyalty schemes	<p>Customers who use the business regularly feel valued and appreciated with a loyalty scheme, so they keep returning.</p> <p>The business can keep track of the number of loyal customers they have.</p> <p>The business can become better at communicating to its loyal customers if they keep track of who they are and keep sending them announcements on new goods / services.</p>	<p>Any loyalty discount is a loss of potential profit initially as the business still needs to pay to produce the good / service.</p> <p>A loyal customer is not always the ones that buys the most often from a business. People who buy frequently from the same business might do it because of their own convenience and not because they are loyal to that business.</p>
Sponsorship	<p>Linking the business with a local event / charity can build positive relationships with the community and attract more customers.</p> <p>It can attract new customers to the business as well as existing customers to buy more.</p>	<p>If the event / local sports team doesn't go as well as planned, it could give the business a poorer reputation. For example, if the local football team lose every match, it won't look good for the business that has their names on the shirts.</p> <p>It can be expensive to sponsor larger events, teams, and charities.</p>

4.5 Public Relations

Public relations involve gaining a positive image within the local community

Product placement: This is when the business embeds its product / service in another form of media rather than having their own promotion. For example, in films, actors are often seen drinking a specific soft drink, or eating a certain brand of pizza. Small businesses will not be able to afford to get its products placed in world-wide movies but could adapt this to local events. Also, small businesses could get try to get local shops to sell their products or position their products near the checkout for impulse buys. They could also get a local social media influencer to talk about the business during one of their videos.



	Advantages of Public relations techniques	Disadvantages of public relations techniques
Press / media releases	<p>Its free advertising as its up to the local newspaper whether they would like to publish the story or not.</p> <p>A newspaper is a trusted source of information for the public and will believe the story in the newspaper about the business.</p>	<p>There is no control of how the local newspaper publishes the story.</p> <p>If the headline is poorly written the story might get ignored.</p> <p>Although its free it might require time and effort to try and get the newspaper to publish the story.</p>
Celebrity endorsements	<p>A well-liked celebrity will attract customers to copy that celebrity and buy goods and services from the business.</p> <p>Celebrities are successful role models for many people, and it will give a positive image of the business if they are associated with them.</p>	<p>It can be very expensive to pay a celebrity to promote the good / service.</p> <p>If a negative news story is released about that celebrity, it could also damage the businesses reputation as the business is associated with that celebrity.</p>
Product placements	<p>The business does not have to create their own promotion all by themselves and instead use other businesses people to help promote the business.</p> <p>Placing products in eye catching areas or near checkouts can make customers buy the product when they didn't intend to which will increase sales.</p>	<p>Product placement in films / shows can be very expensive for the business as they will have to pay the film / show producer a high sum of money.</p> <p>It could also cost a lot of money to get social media influencers to wear / talk about or use the businesses product.</p> <p>Customers may ignore the product placement and be more interested in the movie / influencer.</p>

Task 2a: Explain objectives and key performance indicators.

Before completing the first part of this task, have a look at topic areas 4.3, 4.4 and 4.5 and decide which three methods of promotion you are going to create for your backpack product. You must use a combination of both digital and non-digital methods of promotion.

My choice of promotional methods:

1. Digital –
2. Non-digital –
3. Digital or non-digital -

(A) Explain the objectives and Key Performance Indicators (KPIs) for your promotional campaign.

An objective is a target you hope to achieve.

A key performance indicator (KPI) is something that is measurable so you can evaluate whether the objective was met.

E.g., An objective of “Having lots of people visit my social media page” is too vague, there is no key performance indicator here. If you said, “To achieve 50 people per month that follow my Facebook page and at least 500 followers by summer 2024 ” This is an objective which does have a KPI, because overtime you can check to see if the objective is being met. You need to add a timeframe for each objective, so you give yourself a target deadline. It is likely that you want to start selling your backpacks at the end of year 11 (e.g., during the summer 2024), so keep that timeframe in mind. Objective examples in the table:

Objective	Description
Raise awareness	An objective of your promotional campaign could be to raise awareness for your backpack to a certain number of customers or making sure customers understand the benefits / USP of the product or how much it costs.
Differentiate	An objective for your promotional campaign could be to make the product appear to be unique or different to others in the market. To explain how your backpack is better / different to others. To appeal better to your chosen customer target segment compared to other backpacks.
Create market presence	An objective of your promotional campaign could be to develop the brand personality or to make customers aware of the availability of the product and where to buy it from.
Increase market share	An objective of your promotional campaign could be to persuade customers to buy your backpack rather than competitors. For example, offering sales promotions.

Use this space to plan your objectives, making sure they are specific and have key performance indicators (KPI's). You should create 3 different promotional objectives. For example, one for each of your methods of promotion. Your promotional objectives should cover a variety of the different objective types above.

Objective & KPI 1:

Objective & KPI 2:

Objective & KPI 3:

Once you have created your objectives and KPI's you need to fully explain why you chose each of them and why they are suitable for your backpack product and target customer segment. I chose my objective 1 because I choose the KPI for this objective because

Task 2b: Create three types of promotional materials

You have chosen your mixture of digital and non-digital promotional materials at the start of Task 2a when looking back at topic 4.3, 4.4 and 4.5.

It is important that each method chosen can complement each other. For example, if you have decided to do a poster which includes a sales promotion discount, this may not work well if you are trying to create a high-quality luxurious backpack using a website.

Whichever methods you decide, it is important that you research real examples of them to inspire you.

Within your chosen method, you could add sales promotion or public relations techniques.

Non-digital methods

Leaflets: Are small in design, can include pictures and small bits of texts. Can include spaces for coupons / discounts / other special promotions. They can be posted to potential customer houses.

Newspaper ad: Can target a newspaper with specific readers (that could match you target customers). National newspaper has a wide reach. However, paper quality is low and space within the newspaper will be tight.

Magazine ad: Are printed on better quality paper. Usually have more colour. There are different magazines aimed at all types of customer segments. You need to decide on which magazine you want the advert placed in.

Poster / billboard: Are mainly pictures with very few words and can be placed in specific areas around the town / city. More pictures than words make them eye catching, as people will look at them for just a few seconds. Using celebrities within this usually captures more attention.

Cinema ad: Can include moving images and pictures or a very big screen. Will need to be placed before a film that your target customer will see. Will be very expensive.

Radio ad: Can target local or national radio stations or stations that target specific genres. You will need a memorable jingle and there is no visual element of this method. If you chose a radio ad you could create a script.

Digital methods:

Social media: You could create a Facebook / Instagram / twitter / Tic Tok promotion. Within this you could add posts / comments that are relevant to your promotional objectives. Lots of business social media pages post competitions as well as pictures / videos of the product for sale. Not all demographics use social media.

Website: Can be reached by people from all over. It must be easy to navigate. But the font / colours / pictures must be linked to the message you want to get across as well as information on the product and services you would normally expect to find on a webpage.

Banner / pop-ups: These are small ads that pop up on a computer screen when browsing a website that has some link to the product for sale. The pop-up will have links to websites to find out or buy the product. The pop-up will be small, so messages need to be short.

SMS text: A small brief text message with links to the product. Most people have phones so can reach lots of people. However, trying to target specific customer segments might be difficult. Might be viewed as spam and people might be think that links within them are linked to virus or fake sellers.

Podcasts – Similar to radio ads but cheap and simple to make. However, no visual element to the ad.

Use the space on this page to plan your three chosen promotional materials:

- **Your branding methods e.g., logo must be included within them.**
- **They must complement each other.** E.g., Could use a QR code linking a poster to a website
- **They must promote your brand personality.** Don't forget that everything needs to link to your chosen brand personality in task 1.
- **They must meet the needs of your target customer profile.** If you are targeting older people, then Tick Tok may not be appropriate.
- **They must meet your promotional objectives and KPI's.** From task 2a

Task 2c: Justify your choice of promotional materials based on how well they complement each other and meet the needs of your target customer profile.

Use the space on this page to plan your justification for you three chosen promotional materials:

- Before you start planning your answer, you may find it useful to re-cap the specific needs / wants of your target customer profile:

- Why my promotional method 1 meets the specific needs of my customer profile segments:

E.g., if low prices are important and you have picked a cheap way of promotion, this is an example of how your promotional method may be suitable for your target customer.

- Why my promotional method 2 meets the specific needs of my customer profile segments:

- Why my promotional method 3 meets the specific needs of my customer profile segments:

- Why my promotional method 1 and promotional method 2 works well together:

e.g., one promotional method may contain a QR code link to another

e.g., the digital and non-digital mix is good because .. (Can link to consistency of the personality you want to promote)

- Why my promotional method 1 and promotional method 3 works well together:

- Why my promotional method 2 and promotional method 3 works well together:

Task 2d: Produce a timeframe for your promotional campaign and justify why it is appropriate.

A timeframe is how long the whole promotional campaign will take from start to finish.

If you are sticking to the summer 2024 being the date you start selling (and that your objectives and KPI's are lined to) then that will be the end date of your timeline.

Some of your promotional methods may only have a short time frame (less than six weeks), some might be longer (more than six weeks). E.g., a social media page won't take very long to set up but may take a long time to get followers. Whereas leaflets / posters can be made and delivered quickly and require less follow up so could be more suitable for a shorter time frame.

It is important that your promotional methods link well together. For example, if you plan to use a poster or distribute leaflets with a link to say a website. Then website needs to be launched first (long time frame) before you carry out your posters / leaflet campaign.

Towards the end of the timeframe, you need to review the campaign to show that all experiences from this campaign are taken on board and improved for the next one. Review things such as what worked well during the campaign, what objectives and KPI's were met and what to change for the next campaign)

Part 1. Use a Gantt chart to product your timeframe.

A Gantt chart is a visual way of showing a timeline. E.g.

Activity	Week 1 Date:	Week 2 Date:	Week 3 Date:	Week 4 Date:	Week 5 Date:	Week 6 Date:
Set objectives and KPI's						
Decide promotional materials						
Decide budget and research costs						
Design promotional materials						
Review promotional materials will the meet objectives?						
Launch promo material 1 e.g., website / social media						
Launch product						
Launch promo material 2 – e.g., posters with links to social media						
Get celebrity to post using product on social media						
Launch promo material 3 – e.g., SMS message						
Review and evaluate campaign						
Send out more SMS to keep customers updated						

****This is just an example and not the only way to do this. This example campaign will last more than six weeks, however, the margins in this example doesn't allow to go beyond week 6. Make sure the number of weeks each of your promotional campaign method lasts is appropriate****

A useful way to work out the dates is to work backwards from the date you want to start selling your backpacks. E.g., in preparation for the next school year (June 2024).

There are lots of tutorials on YouTube showing how you can make a Gantt chart using excel e.g., https://www.youtube.com/watch?v=kQs7FG_q9Ko However, you are allowed to create one using word like the table on the previous page.

My timeline plan:

Product launch date & why

Objectives & KPI's

What are the deadline dates for review in my objectives?

Order of my three promotional campaign methods

- 1:
- 2:
- 3:

How long I want each promotional campaign method to last

- 1.
- 2.
- 3.

Review phases : must be linked to your objectives and KPIs

Any other important planning aspects

Part 2. Justify why your timeframe is appropriate

Once you have created your timeframe you need to justify why the timeframe is appropriate.

Examples of questions to answer in order to justify your timeframe:

- Why I launched my promotional materials in that order?
- Why the length of time each promotional material lasts is appropriate? (Justify why short / long timeframe is appropriate for each)
- Why my planned times of reviews are appropriate?
- Why the date is appropriate for my product launch?

My answer:

Task 3 – Develop a pitch for your business proposal - 12 marks in total

You have been asked to prepare a pitch to explain why you think your product proposal will be successful if introduced to the market. Your pitch will last 5–10 minutes. You must justify the following:

- **Your product design.**
- **Your brand personality.**
- **Your pricing recommendation.**
- **Your proposed promotional campaign.**
- **Any other relevant information.**

As the pitch is important to the future success of your product proposal, you need to plan and carry out a practice pitch in front of an audience of your peers.

Part One – An explanation of the factors you must consider when planning for the pitch. You must:

A. Explain the factors that you need to consider when planning to deliver the pitch for your design:

- Objectives of the pitch.
- Venue.
- Audience.
- Use of appropriate media.
- Personal appearance.

B. Produce a pitch and resources/supporting material to show that your business proposal will be successful. This should include:

- A visual aid to help deliver your pitch e.g., presentation slides, flip chart.
- A second visual aid to hand out to your audience e.g., handouts, props, mood board from R068, advert storyboard/mock-ups.
- Speaker notes/prompt cards.
- Identification of possible questions from the audience and suitable responses that you could give to the questions.
- Any other relevant information.

Part Two – Carry out a practice pitch. You must:

A. Carry out a practice pitch in front of at least two of your peers. They should provide you with some support, ask you relevant questions, and offer feedback on your pitch. They must provide you with evidence of the feedback given on the OCR Practice Pitch Feedback form.

B. Watch the practice pitch of at least one of your peers to provide support, ask relevant questions, and offer feedback. You will need to provide evidence of the feedback you have given.

Following the practice pitch, you must:

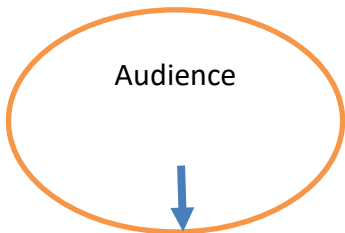
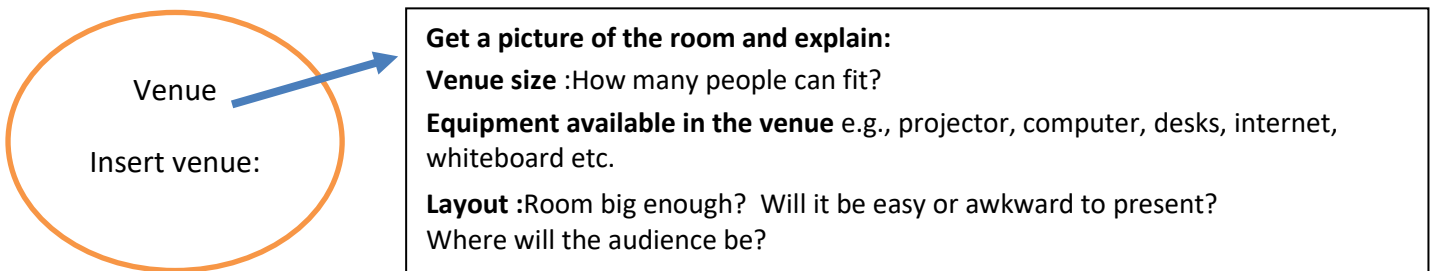
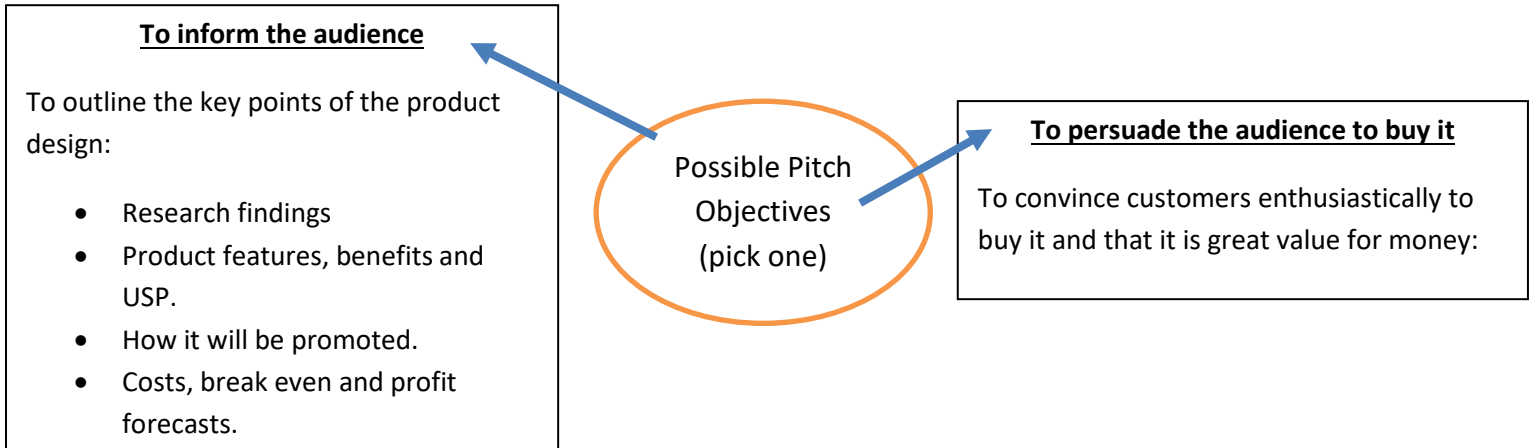
C. Use the feedback received from your peers and your own judgement to:

- Reflect on, review and refine your personal pitching skills, your pitch plan and supporting materials.
- Demonstrate the changes that you have made following the feedback from the practice pitch, e.g., annotate the visual aids, handouts and other support materials prepared for the practice pitch to show the changes made.

Task 3 - Part One – An explanation of the factors you must consider when planning for the pitch. You must:

A. Explain the factors that you need to consider when planning to deliver the pitch for your design:

- Objectives of the pitch.
- Venue.
- Audience.
- Media and materials.
- Personal appearance.

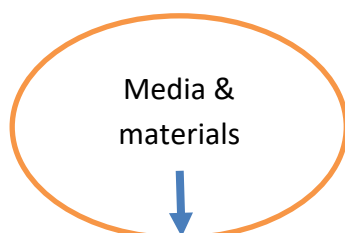


Who are the expected audience?

What are their needs and interests?
E.g., customers will have different interests than an investor.

Accessibility and content
Language and pitch used will be different depending on the background of the audience.
Speaking clearly, not too fast, simple language if it's aimed at customers.

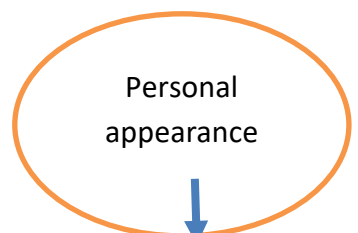
Why is understanding the audience will be important in the planning of your pitch?



A well-structured pitch will include a range of audio and visual materials

- Software used?
- Prompt cards / notes?
- Handouts / leaflets?
- Use of pictures?
- Use of prototype?

Explain why you have decided each of the above



What are your plans for your personal appearance?
(don't just say smart dress, give more specifics)

How will you act during your pitch?
(non-verbal skills, e.g., confidence, communication, body language)

Why are these important?

Task 3 - Part One – An explanation of the factors you must consider when planning for the pitch. You must:

A. Explain the factors that you need to consider when planning to deliver the pitch for your design

Use the space below to plan Task 3 Part One:

- Objectives of the pitch.

- Venue.

- Audience.

- Media and materials.

- Personal appearance.

Task 3 - Part One , part B:

Part B. Produce a pitch and resources/supporting material to show that your business proposal will be successful. This should include:

- ***A visual aid to help deliver your pitch*** e.g., presentation slides, flip chart.
- ***A second visual aid to hand out to your audience*** e.g., handouts, props, mood board from R068, advert storyboard/mock-ups.
- ***Speaker notes/prompt cards.*** For each PowerPoint slide (you can add notes under each slide you create)
- ***Identification of possible questions from the audience and suitable responses that you could give to the questions.***
- ***Any other relevant information.***

Hints and tips

- Your visual presentation needs to be clearly structured (is logical) for the intended audience. (Introduction, main content in a logical order, conclusion, asking for questions at the end).
- You should include key market research findings from your previous coursework in your presentation.
- The presentation should not be wordy, keep it precise and key points only. Your notes pages with your script can explain the slides in more detail.
- A second visual aid should be one page only, engage the audience, be linked into the pitch, and show what the product / promotional materials will look like.
- Possible questions and answers – Research possible questions that might be asked when developing a new product. E.g., what inspired you for your design?
- The exemplar on OCR will help you plan this activity as well as discussions with your teacher and peers.

My planning for this task:

Task 3 Part Two – Carry out a practice pitch.

A. Carry out a practice pitch in front of at least two of your peers. They should provide you with some support, ask you relevant questions, and offer feedback on your pitch. They must provide you with evidence of the feedback given on the OCR Practice Pitch Feedback form.

1. Your teacher will give you a copy of the OCR practice pitch feedback form, before you carry out your pitch make sure you understand what you peers will be commenting on within this form.
2. Practise your pitch on your own first, make sure you consider both verbal and non-verbal communication skills.
Verbal skills: clarity, tone of voice, voice projection, language used, pace.
Non-verbal skills: eye contact, gestures, posture and position, facial expressions, confidence, persuasiveness.
3. Once prepped carry out your practise and collect feedback forms from at least two peers.

B. Watch the practice pitch of at least one of your peers to provide support, ask relevant questions, and offer feedback. You will need to provide evidence of the feedback you have given on the feedback, so make sure you have two copies, one for you and one for the person you watched.

You should use the OCR practice pitch feedback form for this task.

It is important you give constructive feedback, be polite but also don't be afraid to give constructive criticism. It is more helpful for the presenter to be given things to work on to make their pitch better when delivering it properly.

After your practice pitch:

C. Use the feedback received from your peers and your own judgement to:

- I. **Reflect on, review, and refine your personal pitching skills, your pitch plan and supporting materials.**
- II. **Demonstrate the changes that you have made following the feedback from the practice pitch, e.g., annotate the visual aids, handouts and other support materials prepared for the practice pitch to show the changes made.**

i. Explain what you will maintain and change regarding the presentation, visual aid, and pitch after understanding the feedback from your peers.

Maintain:

Change:

ii. Make your changes to your visual presentation / handout and explain why these changes were made.

Task 4 – Develop a pitch for your business proposal - 15 marks in total

Following the practice pitch you delivered in Task 3; you must pitch your business proposal to an external panel who will decide whether or not they think your business proposal will be successful.

Your pitch must last 5–10 minutes.

In your professional pitch you must demonstrate:

- The use of appropriate media/visual aids/supporting materials.
- Effective presentation skills.
- Time management skills.
- Appropriateness of your pitch to meet the needs of the audience.
- Persuasiveness to encourage your audience to produce your product proposal.
- Ability to answer questions asked by your audience.

Your pitch will be carried out to an audience of at least two people, one of which may be your teacher and the other will be independent of the class. If the panel is two independent people, your teacher will still supervise your pitch.

Your evidence must include the Teacher Observation Form and any supporting materials or visual aids you have used.

Receive a copy of this form from your teacher so you are aware on how you will be judged.

Make sure you look at the marking criteria for this task so you can see how to obtain all 15 marks:

MB1: 1–2 marks	MB2: 3–4 marks	MB3: 5–6 marks
Visual aids, resources and supporting materials are used with limited effectiveness to aid delivery of the pitch.	Visual aids, resources and supporting materials are used with adequate effectiveness to aid delivery of the pitch.	Visual aids, resources and supporting materials are used with full effectiveness to aid delivery of the pitch.
A basic outline of the business proposal is presented using limited presentation skills.	An adequate outline of the business proposal is presented using sound presentation skills.	A comprehensive outline of the business proposal is presented using effective presentation skills.
MB1: 1–3 marks	MB2: 4–6 marks	MB3: 7–9 marks
Demonstrates basic time management skills.	Demonstrates sound time management skills.	Demonstrates effective time management skills.
Limited evidence of consideration given to tailoring the pitch to meet the needs of the audience.	Some evidence of consideration given to tailoring the pitch to meet the needs of the audience.	Clear evidence of consideration given to tailoring the pitch to meet the needs of the audience.
Basic content in the pitch to persuade the business to produce the product.	Adequate content in the pitch to persuade the business to produce the product.	Clear and effective content in the pitch to persuade the business to produce the product.
Limited answers are given to questions posed.	Adequate answers are given to questions posed.	Fully justified answers are given to questions posed, demonstrating a full understanding of the proposal and potential issues raised.

If your work does not meet Mark Band 1 criteria, you will be awarded zero marks for this task.

Task 5 – Reflect on your pitch and business proposal - 12 marks in total

Now you have delivered your professional pitch, you must reflect on the whole experience by reviewing your pitching skills, brand, and promotional campaign as well as your product proposal for R068. Within your reviews you should use a range of sources of evidence.

These must include:

- Self-assessment.
- Feedback from others.
- Your personal reflections following the practice and professional pitch.

Part One – Carry out a review of your pitching skills.

You **must**: Review your performance after completing your professional pitch. Within your review you must explain your **strengths** and **areas for development**. You must include the following aspects:

- Verbal communication (e.g., clarity, tone of voice, voice projection, use of formal/informal language, pace).
- Non-verbal communication (e.g., body language, posture, eye contact, confidence, visual aids, gestures).
- Visual aids (e.g., design, amount of content, appropriateness).
- Time management.
- Ability to answer questions from the audience.
- Value of rehearsing and practising your pitch.
- Feedback received from others.

Part Two – Carry out a review of the likely overall success of the business proposal using a range of evidence.

You **must**:

i. Review your business proposal, identifying **strengths** and **areas for development**. You must review the following aspects:

- **Costs** for your product proposal (Unit R068, Task 5, plus your knowledge from Unit R067, TA3.1).
- Relevance and appeal of your **brand** (Unit R069, Task 1) to your identified **customer profile** (Unit R068, Task 2).
- Suitability of the **brand personality** to your product proposal (Unit R069 Task 1).
- Your **promotional campaign** (Unit R069, Task 2).
- Your **promotional materials** (Unit R069, Task 2) and the approximate costs of producing them.

ii. Explain the likely overall success of your product proposal.

iii. Assess future developments/recommendations for further refinement of the brand and promotional campaign.

Part One – Carry out a review of your pitching skills.

A good way to review is to give your self a score ranging from 1 to 10 on each of sections below. This will allow to explain why you gave yourself that score but also what you will need to do next time in order to get 10 out of 10.

For example, if you rated yourself 7 out of 10 for verbal communications. Explain the things you did well (strengths) that meant that you were better than 6 out of 10. Then explain what you would need to improve upon to get you rating closer to 10 next time.

Use this space to plan your review:

Verbal communication (e.g., clarity, tone of voice, voice projection, use of formal/informal language, pace).		
My rating / 10	Strengths	Areas to improve – to get a higher score
Non-verbal communication (e.g., body language, posture, eye contact, confidence, visual aids, gestures).		
My rating / 10	Strengths	Areas to improve – to get a higher score
Visual aids (e.g., design, amount of content, appropriateness).		
My rating / 10	Strengths	Areas to improve – to get a higher score
Time management.		
My rating / 10	Strengths	Areas to improve – to get a higher score
Ability to answer questions from the audience.		
My rating / 10	Strengths	Areas to improve – to get a higher score
Value of rehearsing and practising your pitch.		
My rating / 10	Strengths	Areas to improve – to get a higher score
Feedback received from others.		
My rating / 10	Strengths	Areas to improve – to get a higher score

Part Two – Carry out a review of the likely overall success of the business proposal using a range of evidence.

You **must**:

i. Review your business proposal, identifying **strengths** and **areas for development**. Use the space below to review the first task of part two:

My plan for my review of my business proposal		
Review	Strengths	Areas for development
<p>My planned Costs</p> <p><i>Too high? likelihood of breaking even and making a profit? How can then be lowered?</i></p>		
<p>Relevance and appeal of my brand to my identified customer profile</p> <p><i>How the three elements of my chosen brand personality does / doesn't not meet the specific segments of my target customer profile.</i></p>		
<p>Suitability of my brand personality to my product proposal</p> <p><i>How the three elements of my chosen brand personality are suitable but also could be more suitable to my chosen product proposal. (backpack design)</i></p>		
<p>My promotional campaign</p> <p>Assess the likely success of your whole campaign from start to finish, referencing your timeline, objectives and KPI's – whether they are achievable or not.</p>		
<p>My promotional materials and the approximate cost of producing them.</p> <p><i>The strengths of my three promotional materials, and how to make them better for my target customer profile.</i></p> <p><i>Assess the likely costs of them, and whether this is a strength or problem with each method.</i></p>		

ii. Explain the likely overall success of your product proposal.

iii. Assess future developments/recommendations for further refinement of the brand and promotional campaign.

Taking everything into considering, assess how successful your product will be considering:

- *Unique selling point.*
- *Competitor products and brands.*
- *Product relevance to your customer profile.*
- *Brand personality.*
- *Meeting promotional objectives and KPI's.*
- *Promotional materials.*
- *Costs, break even and how realistic you will be in making your expected profit.*

Finally, put forward at least three developments/recommendations for the future that will make your brand and promotional campaign more effective e.g.

- *Improve the design of the product.*
- *Introduce variations of the product.*
- *Reducing the costs.*
- *Better / different promotional materials.*
- *Adapting the brand personality / methods (e.g., logo)*

My plan for the final tasks

	<i>Answer</i>
<i>Reasons why my product will be successful</i>	
<i>Reasons why my product may not be successful</i>	
<i>Future developments / recommendations to make my product more successful in the future</i>	