

1



Summary:- Has a visible to an eye letter which can be customised by individual to individual and Furthermore has a waterproof material which prevents it from water bottle leakage and the rain. Colours are known to be black as chosen from the questionnaire and has a small Branding on the front.

It further includes colours based of the questionnaire as a large percentage of people chose. It also has some futuristic accessories such as water bottle holder and zipper with badge on it to further make the branding bold and shiny. The reason why I have chosen backpack design two is due to it being very relative towards my market research including colours and designs the respondents of my questionnaire have done. To conclude that is the reasoning behind my decision.

My Target customer profile is someone that is a teenager and looking for a backpack that they can take anywhere like school or a sporting club. I have chosen

2

Strengths: Big letter very customizable and portable also has very nice material and clear font. Also, it is made with a waterproof material with can come in handy in rainy weathers which is perfect as weather in England can be very unpredictable this feature can reach to all types of audiences as water proof material is something everyone needs once in a while.

Weakness: Too much design on to the bag can stand out. Not very reliable. Can have more things to it and actual useful features to the backpack other than it being unique

Improvement- what I can improve in this backpack maybe is the sizing of the logo and have a more formal design that can be worn by people with serious intentions. More useful features can be added to the backpack for it to be fully worn by other people outside the target audience.

1 The work would be easier to follow with headings for the different tasks.

2 The candidate has included a brief outline of their product design from R068. This helps to put the work in context. There are no marks available for this so it is important that candidates do not spend too much time on it.

My customer profiles

All this information is gathered from the market research I have gathered.

Age: The age I have chosen for my backpack to presented towards is from 13-19 as my questionnaire has been answered mainly by teenagers that are studying. The age gap is very useful as most people in that age are studying.

Gender: I have chosen the male gender as bag is very designed to fit a male's physique. Also, a factor to consider is that the colours present towards males more.

Occupation: Taking school five days a week can be hard as an older teenager. The shouldn't price too high as working and making money can be very hard to do as a student.

Income: Teenagers are evolving by the day some stay the same and never make money with the spare time they have. But quite recently the money-making lifestyle between teenagers has been popularised and this means the bag can be brought by teenagers individually.

lifestyle: The lifestyle of my customer profile includes waking up at 6-7 am and getting ready for school and also playing sports as a hobby and having fun with friends and having a connection with the sport.

Location – My bag can be taken to many places when it is needed. Places such as school and sporting places such as fields cages and even indoor basketball courts. It can also be useful to go to other countries with it as a backpack fee is very cheap and it is cheaper than luggage.

Interests – my target customer will be interested in space travel, the planets and other science based topics as well as his sports interests. He often feels like these interests are not being covered by other businesses in the market

3

- 3 The candidate has included their target customer profile from R068. This helps to put the work in context. There are no marks available for this so it is important that candidates do not spend too much time on it.

competitor 1



Strength :

Unique colour on branding

Golden zippers

A lot storage

weakness:

Sizing

Too many accessories

Usp- A nice reflective golden logo branding presentable on the backpack

North face- north face is an outdoor brand used by many hikers and people that like outdoors it is not only a backpack brand and provides other things such as mountain jackets and puffer coats which are high of price than the average jacket or puffer but to further explain this extreme pricing the quality is one of a kind. They tend to include very unique features in their products and this particular backpack there is golden zippers and straps. Also, to mention what type of pricing strategy north face use is psychological as some of their products for example are priced with a digit ending with 9 for example £99 and £199.

4

competitor 2



Strength :

Nice bold logo embroired on the front

Branding in glossy black shown

weakness:

Material

Sizing

Massive logo

Usp- A big logo on the front and glossy black writing of the brand.

Polo ralph Lauren- they create designer items and have very good quality they do not mainly create backpacks and create clothing such as zips ups and even smart wear for business men. They are a luxury brand and this is a sign that you are successful and wealthy

4 There is research into their competitors, including strengths, weaknesses and unique selling points.

competitor 3



Strength :

Can really connect with the club and support them.

weakness:

Very big logo on the front and isn't very practical due to lack of features

Usp- Visible badge on the front and nice blue colour

Tottenham backpack- This Tottenham backpack is one of a kind and is inspired by the football team itself which do not win many cups but do have a lot of followers and supporters as well as this they create t shirts and other merchandise where you can buy at their store. It very clearly shows you are a supporter of the team and you are wanting to show this to the people around you.

5

	Key elements of their brand	What I can take from this
North face	Durability Sport/outdoors Hardwearing	Make the features of your brand clear to see
Ralph Lauren	Luxury brand Expensive	Even luxury brands can have logos on their products
Tottenham Hotspur	Sporty Team Allegiance	People are willing to carry bags with large logos on them even if the brand itself is not popular with everyone

Opportunities and threats in external environment

Fast fashion is a problem as shops such as Primark are shipping out clothing from low income countries where clothing is made very quickly and the people that are wearing these clothes are disliking this, due to low quality and quickly made products. Brands do not want to be seen as creating unnecessary negative impacts on the environment. I do not want my brand to be linked to this.

Global warming has also been a problem that has occurred throughout and the all around the world people are trying to be more environment friendly using materials that are reusable and using less

5 The candidate has researched three competitors. The task asks for at least two. MB3 is awarded for this strand but the low end of MB3. Even though three competitors have been researched the information gained needed to be more comprehensive to be higher in MB3.

plastic so it doesn't get scattered across the seas destroying habitats. Again, businesses do not want or need to be seen negatively based on the impact they have on the environment. If your brand is seen negatively people will be less willing to engage with you and will want to buy from someone else instead.

Inflation has also been a problem as prices are getting higher and higher and people are struggling to afford these inflated prices on things such as clothing backpacks and even fuel for cars. Luxury brands are more likely to suffer in light of this than cheaper brands as people will spend their money on things they need rather than luxuries they do not need.

Increased focus on health and well being means that people are more likely to spend money on items which reflect these elements. This is an opportunity for a brand like Baslow Bags as we can work to match this element.

6

Analysis of backpack

A strength of my backpack is that it is very unique and is designed for teenage boys around the age of 15 and some strengths include that it can be directed to any age group outside 15-year olds. Also made for multiple situations and hobbies such as football mountain climbing and even biking. My backpack can be used for a variety of things this is beneficial for different lifestyles leading to different target audiences. Another strength of the backpack is that it includes a unique Milesian circa font that has the Baslow bags logo embroidered onto it, the cost of this is very low and nothing like this has been seen before in the backpack industry. Over our analysis of our audiences we have conclude on average on the size of our backpack that we are going to publish. As teenagers are growing it is essential to have a backpack to be a little big but not too big where

My weakness is that there are not that many options to choose from and not that much variety to the backpack. For a backpack it is important to have options for a backpack we just have a normal black backpack but further into the business we will include others but to start off there won't be a variety as it is a test to see how many sales the black backpack gets in the first few months. A downside of the unique logo could be that it is too flashy and bold and is not very minimal to go outside in.

My USP is definitely the fact that I am providing a product which is aimed at a very clear target customer instead of something more generic. I have aimed at teenagers who are not always targeted by other brands. I think the bag will be really popular due to the fact there is nothing out there that is quite like my bag design. The fact I am working on a brand and bag design that is space themed will really make my bag stand out and therefore have a strong customer base.

7

6 The analysis of the external environment is in MB2. To move to MB3 for this strand the candidate needed to comprehensively analyse the opportunities and threats they have written about.

7 The candidate has considered the strengths, weaknesses and unique selling point of their product. This meets the criteria for MB3. When most candidates created a black backpack with the target customer being their peers it is difficult to consider a unique selling point.

Brand

Brand personality: The personality of Baslow bags is a bag that can be used by many and a creative and simple design that's outside the box. It has been designed to be in use of many things as it is for teenagers, things such as school, sport, and travelling all things needed for a teenager. My customers will perceive my brand as a brand that can do many things and a multi-purpose backpack. Overall my brand personality will come off as a value for money and very exciting.

Key features of my brand will be durability and sports features as these are important to the target market. I have decided to link to the theme of discovery as this gives me a clear link to the space elements I want to include in my branding.

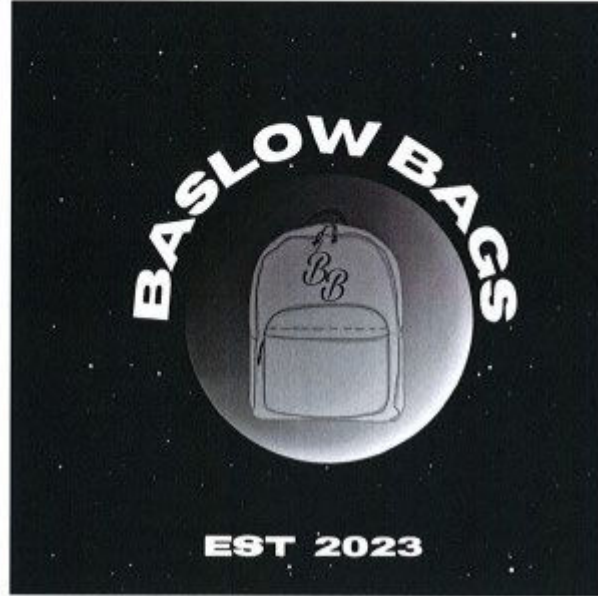
Brand identity: My brand identity will include a large font embroidered onto the backpack with the letter b for Baslow bags giving off a different and unique vibe and an eye-catching look from peers and others in public. The font I have used is Milesian circa which comes off as a curly and fancy font with the letter b. The colours I have used is black and a little bit of grey to add some simplicity. Also, it is made with a waterproof material with can come in handy in rainy weathers which is perfect as weather in England can be very unpredictable this feature can reach to all types of audiences as water proof material is something everyone needs once in a while.

Brand image: My brand image is mostly linked with the theme of space as I have made this backpack not only for 15-year olds and teenagers but people that have an aspiration for space which is a great tactic to pull in more people to view the backpack as great or wearable. Also, I have used a giant font to show who made the backpack and the backpack in the middle to fully focus on the product and the backpack itself as a design with 2 bs linking back to Baslow bags.

8

8 The candidate has created a brand personality for their business proposal.

Logo: I took some time on my logo making it unique from others and linked Baslow bags with a space theme with a galaxy stars background and used a giant font to show who made the backpack and the backpack in the middle to fully focus on the product and the backpack itself as a design with 2 bs linking back to Baslow bags. For my logo to really reach audiences further than 15-year olds and other teens I have linked my brand with space with is a good technique as it can reach the likes of adults that are highly knowledgeable about space and are willing to buy and even young primary school children ranging to about 9-11 ages that like space. To end it off I have out EST 2023 to show the year of establishment.



Slogan- "Give me some space". The reasoning behind my slogan is that I have linked backpacks and the theme of space together as giving space is all about a backpack meaning and also has a literal approach as it mentions the word space. A short and snappy slogan is ethical as the audience I am directing this too is mostly teenagers which are still learning.

Celebrity endorsement- Here is another branding technique we have dr Phil holding the Baslow bags logo. Using a celebrity like him really makes the audience surprised and want to buy the product due to a famous celebrity advising something like Baslow bags. I have chosen dr Phil to be celebrity endorsement as he brings in a new audience towards the backpack, as he has been doing his job as a tv personality for many years it is quite obvious that a lot of different types of people have followed

- 9 Three branding methods, including a logo, have been used for the brand personality. When you read the marking criteria for this part of the task the differentiator is how well the candidate makes a case as to why the chosen brand personality is likely to succeed. That part of the strand is MB2 for this candidate. They needed a detailed case as to why the brand personality would be successful to move to MB3.

his career on and on. Using Dr Phil as a celebrity endorsement will be a huge benefit as he is already on tv live to many people in real life and through tv which is a perfect opportunity for him to show Baslow bags to the world. Dr Phil fits with the science related theme to my brand as he works in psychology and sociology fields, and he is really good at explaining difficult topics to people. He could be used to interview people who have been into space and sp and would be a really good fit for Baslow Bags. He is someone that is seen as being interesting and a good presenter by people in my age group and target market.



I think that the elements I have chosen to use and include will work well together. The logo has space related imaged, my slogan clearly makes this link too and my choice of Dr Phil fits with the science and exploration elements and his unique style would work well especially with the promotion methods I am planning to use. I think these branding choices are really different from other businesses selling bags and this will help to meet the needs of my target customer as I know that he often feels that his interests are not met by other main businesses.

10

11

10 The candidate has partly explained the combination of branding methods. This just achieves MB2. To move to MB3 there needs to be a comprehensive justification. It is not why each method has been chosen but how the combination of methods form the brand identity.

11 This is the only mention of how the brand appeals to the specific customer profile. This element of the strand is therefore in MB1. Best fit marking was applied as the final mark for this task was in MB3.

Promotional campaign - A promotional campaign is part of a business's overall marketing campaign.

Achievement of my promotion campaign – I want my promotional campaign to get to all types of people across the world and that is why I have chosen SMS, cinema and podcasts as my three main types of promotion. **12**

Specific targets

- **Increase total revenue by 25% over the next two year**- I have chosen this as it will show progress within the brand and will further make more money to put back into the business.
- **Get around 20,000 clicks on our product in the first 8 weeks** -shows recognition in our brand and also shows how well we are doing currently which can help with further statistics in views in x number of weeks, months and even years.
- **Getting a partnership with a huge company within 3 years**- will have more attention towards our brand and will further collide our audiences and our partners audiences together.
- **Sponsoring a popular content creator** – Throughout the years social media has gained an extreme amount of attention from people all around the world kids, teenagers and even adults are in on this. Content creators have a huge influence in today's society especially on kids. Will attract a huge amount of people onto our business. **13**

Check out this new backpack made by Baslow bags as it's better than the competition. Visit www.baslowbags.co.uk to find out more information on the backpack **14**

This is a SMS message I have used for one of my promotional campaigns. This is a digital way of advertisement and reaches out to people's numbers. Advantages of SMS is it is personally sent to people and it offers more privacy for the recipient. A disadvantage of SMS is that people may be confused and may think it is some type of scam and report a matter too many reports could result in a shutdown so it is essential to have a verification saying that we are a 100% authentic company. An SMS message would work for my target market as the vast majority of teens have access to a mobile phone and they would be able to see the messages when they open their phones. **15**

12 There is only a basic explanation of a promotional objective for MB1. Objectives is plural in all mark bands so more than one is needed.

13 The key performance objectives (KPIs) are relevant and have been explained in sufficient detail for MB3.

14 The candidate has created their SMS message as an example of a digital promotional material.

15 The candidate is justifying why they chose SMS but the task asks for the justification based on how well the three methods chosen complement each other and meet the needs of the target customer profile.



This is my non-digital campaign and it is my Baslow bag on a cinema screen to show people before a movie. This is a good way of advertisement as movies are a very popular thing today for young people and even people at any age. If it is a very anticipated movie and it is really popular the advertisement will be viewed by a lot of people. Advantages of cinemas presenting this is many people can see the advert and be pleased by it. The disadvantage of cinemas is people may not want to look at the advertisement and also for the business the cost to advertise at a movie theatre is high, especially for a small business. I have chosen a cinema screen as it is on a big visible screen showing what my brand is to people of different. This suits my target customer as he is someone who would go to the cinema and watch the adverts whilst he is there. I could also develop my campaign into the popcorn boxes or poster in the cinema if I wanted to buy a really strong campaign over time.

16

16 The candidate has created their cinema screen advertisement.



Podcasts

This is the Baslow bag podcasts and it is also a digital way of advertisement to show people across the world about our brand and with podcasts people like it as it is another way of entertainment and it is how people learn about things. The advantages of a podcast are that it is free and people can learn from another's voice and advertisement in a podcast is very quick and has a loud voice to its narration. A disadvantage of podcasts it is takes a little of bit of money to get into a podcast. Podcasts will connect to people in a unique way people that would rather like to just listen rather than being outside and going to cinemas. I know that the interest my target customer has are often explored on podcasts and this therefore supports the use of this as a means of advertising my

18

18 The candidate is justifying why they chose podcast but the task asks for the justification based on how well the three methods chosen complement each other and meet the needs of the target customer profile.

19

19 Detailed digital and non-digital materials have been created for MB3.

product. I think that some of the key space related podcasts are: StarTalk Radio, Astronomy Cast and The Orbital Mechanics podcast. If I am able to follow some of their themes within the Baslow Bags podcast, this will have a big impact on who will listen and what they will explore. I could even get Dr Phil, or someone like him, to be on the podcast to keep it really close to theme. – as I have previously mentioned Dr Phil could possibly interview some people who have been to space to see what they are experiencing and he could promote the bags at the same time.

My three promotional campaigns all reach to different types of people such as people that like to go outside or like to listen and lastly like to stay on their mobile device for long periods of time.

The methods I have chosen are not commonly used by lots of bag producers and this means that they would stand out and catch the attention of people who would see them in those places or times. I think my target market has some unusual interests and needs and it is therefore right that the advertising campaign is a bit unusual. I think the use of the cinema and podcasts is particularly interesting as I can link into other space related events or productions in order to raise the profile of Baslow Bags further. I think that I have developed some good ideas that can build on each other over time and keep reinforcing the messages we want to give across about the bag and the company as a whole.

20

Timeframe

	Week 1 - 3	Week 4-5	Week 6-8	Week 9-10	Week 11-12	Week 13-14	Week 14-15
Research	■	■					
content		■	■				
design			■				
developing		■					
finalizing			■	■			
Marketing SMS				■	■	■	■
Marketing in cinema				■	■	■	■
Marketing podcast				■	■	■	■

21

This is my time frame and this is showing the order of the weeks and what I will be doing throughout those weeks. Throughout the first week and half of week 2 is just research. Half of week 1 continues content and the entire week 2 includes content and also carries on into week 3. The actual promotion and advertising work will be evident from weeks 9 to 15 – this is a good amount of time and will ensure that people see or hear the promotional campaign more than once. I think the fact that there is overlap for the activities will also help to promote the business and the bag design well. I know from when I have seen other advertising campaigns for companies, it is important that the product and the adverts can be seen for a good amount of time before you might want to buy and so extending the span of the campaign will work really well.

22

20 There is some evidence that they will work together and are suitable for the target customer profile. This meets MB2. Further detail needed and more links to the customer profile to move to MB3.

21 The candidate has produced a gantt chart to show their timeframe. There is no need to use a gantt chart, a timeline or list could be used instead.

22 The timeframe is suitable but the candidate has not considered this in enough detail to move from MB2 for this strand.

Planning my pitch:

Venue: a venue that is accessible is a small room. The size shouldn't be too big and should include backpacks by Baslow in the room itself this would be my venue for the pitch proposal. For my venue it will be a secondary school classroom with one or two people in front of me that I will be presenting too with a script in my hand all the chairs will be facing towards desks in front of me and my presentation will be viewed on a smart board projector with my fingers I will slide through the presentation itself.

23

Audience: The audience needs the backpacks to be top quality and it is going to interest people that are into space as the backpack is related to space and it can mainly interest teenagers. Giving statistics will prove that our business will succeed. It will include a teacher being sat in front of me with formal clothing and quiet during my presentation until it's over and they can ask me questions about my backpack etc.

Objectives of the pitch: The objectives of the pitch are to persuade everyone to buy Baslow bags, and to communicate with the audience properly and effectively. Also, the last objective to mention about the pitch is to stay accurate towards the time frame. Overall my objective is to make a perfect slideshow and convince the audience that my product is the one, compares to others they have seen prior.

Use of media: The use of media in my pitch proposal is to perform handouts and include a PowerPoint and also have verbal prompts. Use of media within my presentation will be SMS message and cinema screen. As mentioned I will be using PowerPoint to design and present my slideshow as you can make anything and craft insane amount of ideas in just a few minutes.

Personal experience: for my personal experience it's going to be a very smart clothing as the pitch proposal is a very important so I will be wearing a suit. On top of that it will be very clean and tidy and look very sophisticated. This is very important for a presentation as nonverbal communication is very important and that can involve on how you look

24

25

23 It should be the audience for the pitch and not the audience for the bag.

24 This factor should read 'personal appearance'. Marks were not deducted because of this error.

25 All factors have sufficient detail for MB2 but lack the explanations needed for MB3. Most of the factors are described **but** not explained.

Possible questions that may be asked

1. What are your bags unique selling point?

Answer: The unique selling point of my backpack is the logo itself embroidered onto the backpack, as the backpacks main target is to distribute around the world our main target audience is teenagers so it is very mandatory to have something different to our backpacks that no one else is doing.

2. What is your pricing strategy for the backpack?

Answer: My pricing strategy will be physiological pricing which is for example £9.99 it is when you place your product slightly less than the usual making audiences think the product is not that expensive leading to more buyers.

3. Why did you pick a space theme for your brand?

Answer: I think there is a gap in the market for a brand that meets the needs of customers who have interests beyond sports and I think that I can really get into that gap using the space theme. Everyone has seen a space film or read a book linked to the topic, lots of people are interested in the scientific side of things and would be interested to therefore buy from a brand that uses that theme.

4. Who is your biggest competitor and why?

Answer: I don't necessarily think I have a major competitor – I think there is no one out there meeting the needs of my customers. I would probably say some of the brands like North Face get closest as they are built around durability and technology which fits with the space and science interests of my target customer but the bags are also quite sporty which fits with his other interests.

Structure plan:

- The title of the slide is going to be pitch proposal
- Introducing what I will be showing in the slide
- Detail of my bag design we be Baslow bag
- I will be explaining my brand identity in detail
- My promotional plan on how to promote the business
- A slide for questions will be important

26

26 The questions and answers are in MB2 as they are adequately considered. Further questions and answers are needed for MB3.

My first pitch:

Baslow bags

Introduction

My brand is Baslow bags as stated in the title it is a brand about bags. We believe that kids all around the world should deserve to own a backpack and due to that we will be price it at a reasonable number.

27

27 This is the visual aid to help deliver the pitch.

Your practice Powerpoint presentation!

Backpack design

My backpack is light weight so it will be able to carry stuff very easily. The material that will be used is 100 percent cotton. This material has been used as it is a very environmental friendly fabric and a good conductor of heat that keeps you cool in summer and warm in winter. The Baslow bags logo is embroidered onto the backpack itself to have unique look compared to other retailers that provide backpacks and fully embraces the brand of Baslow bags.

Brand intendency

Baslow bags is it's own personality for example backpack company's tend to release to similar designs all year round and this is where we are making a change.

Pricing recommendation

The pricing recommendation of the Baslow bags product will be £20.00 this due to competitor backpack company's are pricing their numbers very high and we are putting it very low.

Promotional plan

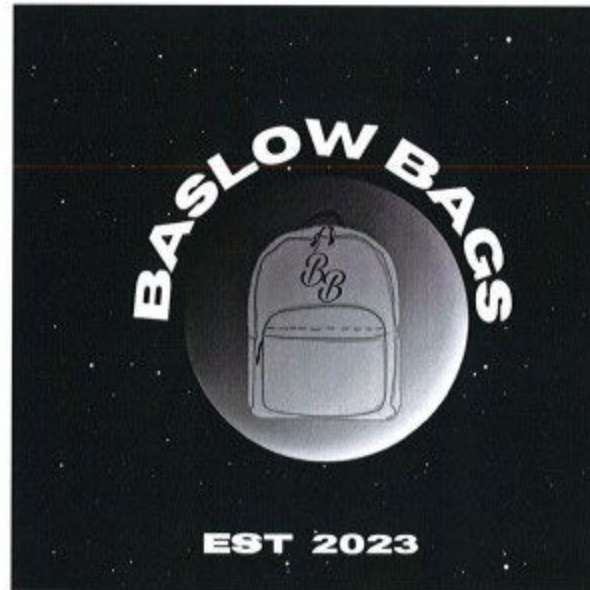
My promotional campaign is going to include a podcast of Baslow bags which is going to reach audiences around the world and also a sms message to our audiences.

Check out this new backpack made by Baslow bags as it's better than the competition. Visit www.baslowbags.co.uk to find out more information on the backpack.



Thank you for listening

This is your handout!



This is the handout I will use for my pitch

30

30 This is the second visual aid to hand out to the audience. It helps the moderator that the candidate clearly labelled the work as a handout.

Script

Introduction

My brand is Baslow bags as stated in the title it is a brand about bags. We believe that kids all around the world should deserve to own a backpack and due to that we will be price it at a reasonable number.

Backpack design

My backpack is light weight so it will be able to carry stuff very easily. The material that will be used is 100 percent cotton this material has been used as it is a very environmentally friendly fabric and a good conductor of heat that keeps you cool in summer and warm in winter. The Baslow bags logo is embrodered onto the backpack itself to have unique look compared to other retailers that provide backpacks and fully embraces the brand of Baslow bags.

Brand intensity

Baslow bags is its own personality for example backpack companies tend to release to similar designs all year round and this is where we are making a change.

31

Pricing recommendation

The pricing recommendation of the Baslow bags product will be £20.00 this due to competitor backpack companies are pricing their numbers very high and we are putting it very low.

Promotional plan

My promotional campaign is going to include a podcast of Baslow bags which is going to reach audiences around the world and also a SMS message to our audiences.

Check out this new backpack made by Baslow bags as it's better than the competition.

Thank you for listening]

32

31 These are the speaker notes.

32 Overall the resources/
supporting materials are
detailed and fully tailored
to the needs of the target
audience for MB3.

My pitch feedback forms:

Feedback:	
Feedback from [redacted]	
WWW	
I like your brand idea it is very different.	
Your handout looks good	
You kept a good tone of voice and spoke clearly most of the time	
Your timing was good	
EBI	
Your slides are really boring as they are plain white – <u>can you</u> add some colour?	
You spoke quite quickly at first – try and slow down what you are saying	
Maybe wear a space themed costume??	
Feedback from [redacted]	
I think you did well, I like your idea and your handout. You have thought a lot about what you want to do. I think you need to work on improving your slides as the white background is too boring and does not make your business look professional. Maybe think about some more questions you could be asked as well in case they give you a curve ball question!	
Reviewer name:	[redacted]
Reviewer signature:	[redacted]
Date:	15/3/25

33

33 There should be a copy of the practice pitch feedback form provided by each student who watches the pitch. Here two students have completed the same form. There should be signatures on the form and the front page included as well.

This is the feedback I got from [redacted] and [redacted] I can see that they liked my ideas but thought my slides were too boring. They also said that I spoke too quickly at first, I agree with this and this is something I want to fix before my final presentation. I have seen [redacted] suggestion to wear a costume, I do not think that this would be right for me to do as I want to make my brand look professional and a space outfit would not do this very well.

34

34 The candidate has reflected on the feedback received.

Feedback:

■■■■■ thank you for letting me see your pitch - this is the feedback I want to give to you

WWW

- You kept really good timing throughout the pitch
- Your pace and tone were good
- I like your handout, it has a lot of information on it
- You answered the questions well and gave me clear answers

WB:

- Some of your slides are a bit boring, especially slides 4 and 5. They are very wordy and hard to read
- You need to make sure you find a good way to give the handout over as you kind of just dropped it in front of me without explanation

Reviewer name:	■■■■■		
Reviewer signature:		Date:	March 2023

35

This is the feedback that I gave to ■■■■■ when I watched his pitch.

35 The front of this form should also be included. The candidate needs to sign this form. This is the only evidence to show effective support offered to peers during their practice pitch. The task says to watch the pitch of at least one of your peers so therefore one is acceptable. This is just into MB3.

Review of my practice pitch feedback

Point made	My thoughts	What I will do next
My slides were too boring	I agree with this, I had rushed to get ready for the practice pitch and this meant I did not have any real design to the slides	Add images and a background to make them more interesting This is an easy fix
I spoke too quickly at the start	Yes, I agree. I was nervous. I need to make sure that I speak more slowly in the final pitch	I will do my speech at home to my parents and ask them to indicate to me if I am speaking too quickly
Wear a costume	I disagree. I think this will make me look silly and not represent my brand in the right way	Ignore
Think about different questions in case I get asked something else	I agree – I need to make sure I can answer any possible question that comes my way	Get my friends to tell me what questions they get in the pitches and see if I could answer those for my own business
	I did not give over enough detail about some of my ideas and I need to step this up before the final pitch	Add more detail to the slides and speech
	I found myself slouching at times and this is not good. I need to make sure I am standing up as straight as I can and I need to maintain good posture	Stand in front of a mirror and do my speech

Next steps:

- Make changes to my slides and handout
- Spend time at home working through my pitch to slow down my speech pattern
- Think about more questions that I might be asked by the audience and get responses planned for these
- Ask for critical feedback from my parents
- Consider videoing myself at home to see what my posture is like when I am delivering a speech

36

37

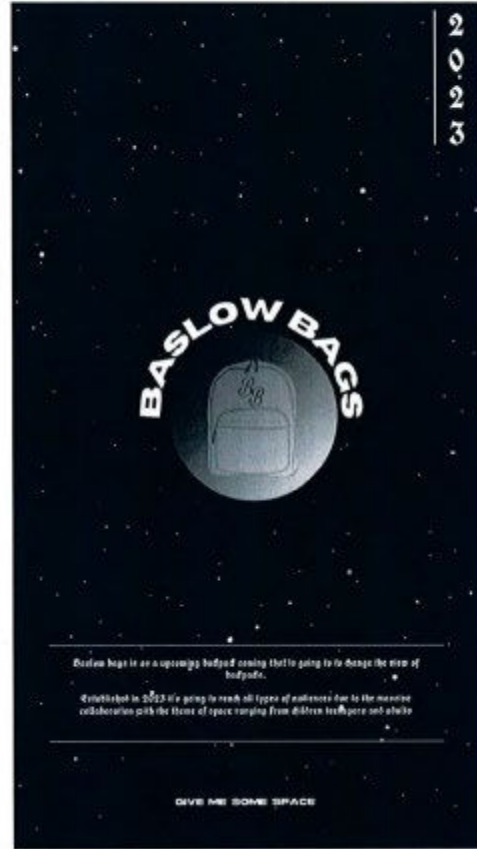
36 The candidate has clearly reflected on and reviewed the feedback received. On its own this does not gain marks as the marking criteria is about refining the pitch etc.

37 This is evidence of the candidate refining their pitching skills.

Task 4

6 marks and 9 marks
Mark Band 3

My final prompts



38

38 The handout has been refined based on feedback.

Costs:

Variable cost per unit £5

Selling price per unit £20

Fixed cost- £20,000

Expected unit sales - £2000

Breakeven - 1333 units

Total revenue- £ 40,000

Total costs - £30,000

Net worth - £10000

39

39 There are now more detailed speaker notes based on feedback.

My final script

Slide 1

My brand is Baslow bags as stated in the title it is a brand about bags. We believe that kids all around the world should deserve to own a backpack and due to that we will price it at a reasonable number. We market these goods because we believe that kids involved in school, extracurricular activities, or sports need a place to keep their valuables. As a result, we established this business to enable people to keep their possessions secure inside their backpack. I have made this for my customer profile which is mostly teenagers that go to school and are still getting education but are also doing sports as a hobby.

Slide 2

My backpack is light weight so it will be able to carry stuff very easily. The material that will be used is 100 percent cotton this material has been used as it is a very environmental friendly fabric and the Baslow bags logo is embroidered onto the backpack itself to have unique look compared to other retailers that provide backpacks and fully embraces the brand of Baslow bags.

Slide 3

Baslow bags is it's own personality for example backpack company's tend to release to similar designs all year round and this is where we are making a change. Our logo is linked with space which reaches all types of audiences from kids to teenagers to even adults. Our authenticity is at all time high and our design is something never seen in the backpack industry. The colours consist of white black and grey and the Baslow bags logo is a eye catching piece to others.

Slide 4

The pricing recommendation of the Baslow bags product will be £20.00 this due to competitor backpack company's are pricing their numbers very high and we are putting it very low. Around the second month we are expecting to break even as the first month will be first promoting the brand and fully making it reach the world.

Slide 5

My promotional campaign is going to include a podcast of Baslow bags which is going to reach audiences around the world and also a cinema screen which is great non digital way to promote Baslow bags as it can reach to all type of audiences ranging from movie to movie. One last way of promoting Baslow bags is through sms messages this can really catch peoples eyes for a long time as it's in their private time on a mobile device causing them to take time on Baslow bags.

40

40 Further examples of refining the speaker notes.

My final presentation

Baslow bags

Introduction

My brand is Baslow bags as stated in the title it is a brand about bags. We believe that kids all around the world should deserve to own a backpack and due to that we will be price it at a reasonable number. We market these goods because we believe that kids involved in school, extracurricular activities, or sports need a place to keep their valuables. As a result, we established this business to enable people to keep their possessions secure inside their backpack. I have made this for my customer profile which is mostly teenagers that go to school and are still getting education but are also doing sports as a hobby.

Front



Back



41

41 The presentation slides have been refined based on feedback.

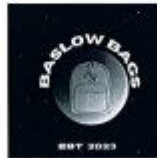
Backpack design

My backpack is light weight so it will be able to carry stuff very easily. The material that will be used is 100 percent cotton. This material has been used as it is a very environmental friendly fabric and a good conductor of heat that keeps you cool in summer and warm in winter. The Baslow bags logo is embroidered onto the backpack itself to have unique look compared to other retailers that provide backpacks and fully embraces the brand of Baslow bags.



Brand intendency

Baslow bags is it's own personality for example backpack company's tend to release to similar designs all year round and this is where we are making a change. Our logo is linked with space which reaches all types of audiences from kids to teenagers to even adults. Our authenticity is at all time high and our design is something never seen in the backpack industry. The colours consist of white black and grey and the Baslow bags logo is a eye catching piece to others.



Pricing recommendation

The pricing recommendation of the Baslow bags product will be £20.00 this due to competitor backpack company's are pricing their numbers very high and we are putting it very low. Around the second month we are expecting to break even as the first month will be first promoting the brand and fully making it reach the world. The pricing technique I will be using is competition based pricing which is based of other companies prices such Nike or adidas.

Promotional plan

My promotional campaign is going to include a podcast of Baslow bags which is going to reach audiences around the world and also a cinema screen which is great non digital way to promote Baslow bags as it can reach to all type of audiences ranging from movie to movie. One last way of promoting Baslow bags is through sms messages this can really catch peoples eyes for a long time as it's in their private time on a mobile device causing them to take time on Baslow bags.

Celebrity endorsement

Check out the new backpack made by Baslow bags its so better than the competition. Visit www.baslowbags.co.uk to find out more information on the backpack.



Podcasts

Thank you for listening do you have any questions?

42 There is evidence that the candidate has fully refined their pitch based on feedback and MB3 is awarded.

Teacher Observation Record

Please read the **guidance notes** on the following page before completing this form.

Student name:	[REDACTED]
Qualification:	OCR Level 1/Level 2 Cambridge National in Enterprise and Marketing
Unit number and title:	Unit number: R069
	Unit title: Market and pitch a business proposal
Activity observed:	Pitch your business proposal to an audience Task 4
Date activity completed:	26/4/2023
Additional evidence (see guidance notes):	

Pitch to an external panel of at least two people. One can be the teacher, at least one **must** be an independent witness

INDEPENDENT WITNESS SECTION:			
Independent witness 1 name:	[REDACTED]	Job role:	26/4/2023
Independent witness 1 signature:	[REDACTED]	Date:	26/4/2023
Independent witness 2 name: (optional)		Job role:	
Independent witness 2 signature: (optional)		Date:	
Number of people on external panel	2		
Length of presentation (in minutes):	8 mins 20 secs		
The student evidenced the following presentation skills:			
Pitching/presentation skill:	Basic/Limited	Mostly Effective/Adequate	Professional/Comprehensive/Well developed
Personal appearance to demonstrate the intended image			✓
Verbal skills (e.g. clarity, tone of voice, voice projection, pace, formal/informal language, persuasiveness)			✓
Non-verbal skills (e.g. body language, posture, eye contact, confidence, pace, gestures)			✓
Use of notes/cues			✓
Use of appropriate visual aids/media			✓
Self-confidence, enthusiasm, self-belief			✓
Targets the needs and desires of audience			✓
Conveys the required information regarding the product			✓
Time management (delivery took between 5–10 minutes)			✓
Able to respond to questions from the panel			✓

43 The teacher observation record has been completed correctly. The evidence shows the candidate has achieved MB3 for both parts of Task 4.

TEACHER SECTION:

How did the student complete the activity?
Your response must provide details of what the student did and how this relates to the relevant marking criteria. The student's mark for the activity does not need to be recorded here.

- * Smartly dress, He spoke clearly and projected his voice and demonstrated confidence. Eye contact.
- * [redacted] gave us colourful clear handouts and his ppt was clear to understand.
- * Explanation of the U.S.P and Brand identity very specific
- * Responded to questions in detail.

44

44 The evidence here backs up the ticks on the front of the sheet so MB3 awarded.

STUDENT SECTION:

I agree with my teacher's description of how I completed this activity.

YES

Additional student comments:

Student signature: [redacted]

Date:

45

Teacher signature: [redacted]

Date:

26/04/23

Teacher name: [redacted]

45 The candidate should have dated the form.

Task 5

My review

46

Development – The development of my pitch has come a long way as first there was not enough writing which is a huge downside. The advantages of my development are that I first presented and it was not good enough but then I added more information and projected my voice higher and also added details to, my backpack and annotated it well. Some disadvantages that are pointed out is that the eye contact was not very well this is due to me reading off a paper.

Verbal communication- throughout the pitch I spoke with great projection as shown on the feedback sheet and delivered my words very well, during a presentation it is important to fully emphasise your words especially in a business presentation where you have to persuade the other person into buying the product this was a disadvantage in my pitch, that I did not fully emphasise my statements. Another factor that is considered in verbal communication is the use of formal/informal, the words that were used in the pitch were very high in grammar as it was a presentation it will not be informal as that will be inappropriate in a business pitch. The last feature I need to consider is that the pitch lasted 6 mins the maximum the pitch should have lasted should have been 10 minutes this is a downside as the pacing of my words should have been slower and should have took some time and slowed my words down and really should have emphasised.

Non-verbal communication- Onto my non-verbal communication aspect of my pitch this is where my mark was at a merit unlike my verbal communication which was marked higher. As I was reading from a paper script it was hard to make eye contact with the member I was presenting to. To further improve in the future, I should have remembered my presentation in advance which will lead to a better non-verbal communication whilst presenting. Another thing to mention is during the presentation I Definity should have included some hand gestures the limitation to this was due to me holding the script but hand gestures during a presentation is a huge advantage as it shows you really echoing the meaning of the statements that are being said.

47

8 marks Mark Band 2

46 There are two parts to the review in the set assignment but it is all marked on the same marking grid. The first strand refers to the review of the pitch and the remaining three strands refer to the review of the business proposal.

47 There is a comprehensive review of the pitching skills. The candidate has fully explained the strengths and areas for development of their communication skills for MB3.

Visual aids – During the presentation I had visual aids ready before going to present they were right next to me. I had two visual aids the first being financial information which is very important to show when launching a product and the other a poster that will be distributed all across the world. The financial visual aid included things such as break even, fixed cost and cost to make the product.

Time management – My pitch lasted 6 mins the maximum the pitch should have lasted was 10 minutes, this shows that my pacing may have been quick but not slow either as I lasted over 5 minutes but a factor I need to consider next time presenting is to time myself and space my words at a right speed and emphasise words if needed.

Ability to answer questions – After I presented my pitch I was asked a list of question about my product and the business such as what type of pricing strategy I would use if I want to price it slightly lower, this question towards me was answered very well the final answer leading to physiological pricing which for example £9.99. Another question I was asked was about my celebrity endorsement (dr Phil) saying how he is important and what he brings to the business, over all I answered the questions directed at me very well and got a high mark off it.

Value of rehearsing and practicing your pitch -rehearsing and practicing my pitch was definitely the weakest point in this pitch as I only practiced and rehearsed whilst making my presentation. If I practiced it further I wouldn't have needed y script which would have led to me getting a higher mark on non-verbal communication. Overall this is where I got my lowest mark and I think I should have further practiced my pitch and learn it off memory.

Feedback received from others- Some feedback that was achieved off other was that that the pitch was very text heavy which can be an advantage or disadvantage but also the minimal design of the presentation was taken into consideration and was complimented a lot. The pacing off the presentation should have been slower as it only lasted 6 minutes.

48

Reviewing my business proposal

49

Costs of my proposal	Relevance and appeal of my brand	Suitability of my brand personality
I worked hard to minimise the costs of my bag design wherever possible as I was aware of the need for focusing on the cost element of the design mix. I think that the choices I made were justified in order to get a good final product. Extras like the bottle holder added to production costs but will help to make the bag attractive to my target	I think the brand I have created is unique. I have found a niche in the market which I can use to set myself apart. Space is an unusual element to have in a backpack brand, but it will help my business proposal to stand out. I like the way the slogan and logo fit the theme and I think that I will be successful with it as a result. I am happy	The elements of the brand work well to create something cohesive. I think that the elements I have chosen to use and include will work well together. The logo has space related imaged, my slogan clearly makes this link too and my choice of Dr Phil fits with the science and exploration elements and his unique style would work well especially

50

51

48 The remaining skills have not been explained as fully as the communication skills but they still have sufficient detail for MB3.

49 There is a sound review of these elements of the business proposal for MB3.

50 This review is comprehensive but it is the only aspect that has been reviewed comprehensively.

51 The candidate has chosen to present the review of the business proposal in a table. This does not always encourage the full detail required for MB3.

<p>customer and so it was worth doing in the long run. I think that the selling price and breakeven point both show that the business will work.</p>	<p>that my brand fits the target customer I have set for myself and therefore this was a good decision</p>	<p>with the promotion methods I am planning to use. I think these branding choices are really different from other businesses selling bags and this will help to meet the needs of my target customer as I know that he often feels that his interests are not met by other main businesses.</p> <p>I have thought about some other celebrities I could use to sell my brand and I think someone like Dr Brian Cox would also be good as he is so well known in the UK for being linked to space and the solar system. He would be well known to someone who has this as their interests and the way he dresses suggests that he could also be a good pick. Alternatively, I would need to find a TV show like the Big Bang Theory and see if I could find an actor from the show who would like to work with me.</p>
<p>My promotional campaign</p>	<p>My promotional materials</p>	<p>Overall success of my project</p>
<p>I am pleased with the elements of my campaign, but I think that the timings need to be considered and this is not an area I have a lot of expertise in as a school student.</p>	<p>I think the materials are good ideas – however due to my lack of ICT skills the design could be improved. I think the cinema gives me a range of options for materials I could produce but I would need to consider the costs of these as my budget might be very limited.</p> <p>Some funny or snappy SMS text messages would be a good way to get people involved in the brand without too much cost and as I have said before, I know that teenagers use phones a lot.</p>	<p>Overall I am really pleased with the work I have done. I think that I have created something very different and I have addressed all elements of the project to the best of my ability. I think that I am in a position where I have delivered a unique idea for Baslow Bags and they would be well placed to be successful as they move forward.</p>

54

52 There is a brief description of future developments for MB1.

53 The promotional campaign has a sound review. The candidate has included the approximate costs of producing the materials. MB2 is awarded.

54 In the marking criteria the likely success of the business proposal is a whole strand. The candidate has only briefly explained this in a generic way. This is MB1, more specific explanation is required to move up the mark bands.

	<p>I would need to get some specialist support for the podcast to make sure that it was high quality and would attract people to listen. There are lots of speakers and guests I could use to help with this.</p>	
<p>Overall I have learnt a lot through R068 and R069 and I have enjoyed creating a bag design and marketing campaign for Baslow Bags. I have become more confident in presenting and my business knowledge has been applied well.</p>		

55

55 Overall best fit marking puts Task 5 at the top of MB2.

56

56 This is the candidate's evaluation of how they did the work. This is not the task.

57

57 The final bullet point in the task is assess future developments/ recommendations for further refinement of the brand and promotional campaign. There is no overall conclusion to cover this. The candidate has mentioned some points in the table but these are only briefly described so MB1.