

R069 Mark Scheme

TA1

- Show bag design and customer profile from first coursework
- Research competitor's strengths and weaknesses.
- PEST analysis of the market
- Strengths and weaknesses and USP of bag fully explained
- Create a suitable brand identity (colour scheme, logos, celebrity, strapline) – justify your choices against customer profile
- Justify the combination of branding methods
- Discuss why this branding will be successful

TA2

- Explain objectives and KPIs of promotional campaign – This means what do you want to achieve and how will you measure it
- Create 2 digital and 1 traditional promotional items
- Discuss how the 3 methods work together and the timeframe you will use

TA3

- Explain all planning factors associated with pitch (including the venue, the audience, the objectives, the media required, the location and your appearance)
- Create PowerPoint (include branding, bag design, finance elements)
- Create supporting materials (handout, script)
- Prepare a list of possible questions you might get asked with answers
- Review the pitch of at least 2 other people
- Write how you will change the pitch based on feedback from others
- Do the real pitch

TA4

- Review your pitch with strengths and areas for improvement
- Review the business proposal with strengths and areas for improvement
- Discuss the likely success of the business proposal using evidence