

Sajeel Liaqat

**Business Studies**

**Coursework**

**Done By**

**Sajeel Liaqat**

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<b>What do I have to do in this task</b>	<b>What Information do I need</b>	<b>How and where will I get the information</b>	<b>What will I need next if I cannot find the Information that I need</b>	<b>When do I need to finish this task by</b>
<b>I have to complete an Action Plan</b>	<b>The completion dates for the tasks</b>	<b>From the worksheet given to me by my teacher</b>	<b>Use my own initiative to ask my teacher if I get stuck</b>	<b>01/05/07</b>
<b>What are the aims and objectives of the task</b>	<b>Task sheet</b>	<b>Mr Sood</b>	<b>Use my own initiative to ask my teacher if I get stuck</b>	<b>05/05/07</b>
<b>Identify and apply relevant theory to the marketing plan</b>	<b>Note books / internet</b>	<b>Note books / internet</b>	<b>Use my own initiative to ask my teacher if I get stuck</b>	<b>10/05/07</b>
<b>Carry out Market Research including Market hypothesis</b>	<b>Questionnaire &amp; any other market research tool</b>	<b>From the public</b>	<b>Use my own initiative to ask my teacher if I get stuck</b>	<b>30/05/07</b>
<b>Produce Findings</b>	<b>Completed research</b>	<b>From the public / respondents</b>	<b>Use my own initiative to ask my teacher if I get stuck</b>	<b>06/06/07</b>
<b>Compare Hypothesis with Research Findings</b>	<b>Complete research &amp; findings</b>	<b>From completed research</b>	<b>Use my own initiative to ask my teacher if I get stuck</b>	<b>25/06/07</b>
<b>Produce Marketing Plan</b>	<b>From my completed research</b>	<b>From my research</b>	<b>Use my own initiative to ask my teacher if I get stuck</b>	<b>10/07/07</b>

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<b>Evaluate your work through SWOT Analysis</b>	<b>Completed research</b>	<b>Completed research</b>	<b>Use my own initiative to ask my teacher if I get stuck</b>	<b>19/07/07</b>
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**Aim of the coursework**

**The aim of this piece of work is to create a business for a marketing plan.**

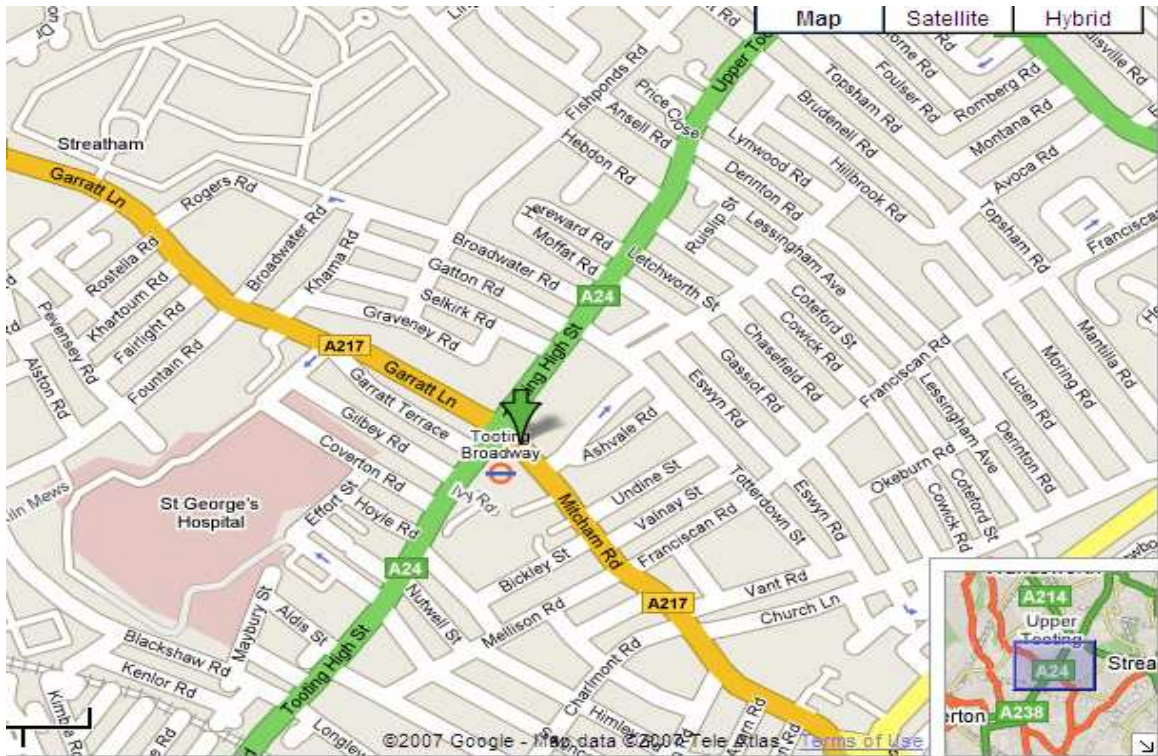
**In order to achieve my aim I will have to meet the following objectives:**

- **Apply relevant theory to the marketing plans**
- **Carry out market research including the production of a hypothesis**
- **Produce finding along with comments and suggestions**
- **Compare hypothesis with finding**
- **Produce a marketing plan**
- **Evaluate the marketing plan by carrying out analysis**
  - S = strengths**
  - W = weaknesses**
  - O = opportunities**
  - T = threats**

**The above objectives will be met within the timescale laid out by my action plan.**

**My business**

**My business will be a car showroom which will be located near the Tooting Broadway. I will open my car showroom in Richmond because in London Central there is too much car business which can affect my business that is why I choose to open it there so I can make more sales according to London. I will be selling cars and the internal and the external extras for the cars.**



## **Marketing Mix**

**Marketing mix allows you to combine all the marketing tools in order to sell your product.**

**The marketing mix is probably the most famous phrase in marketing. The elements are the marketing 'tactics.' Also known as the 'four Ps,' the marketing mix elements are price, place, product, and promotion**

**Place:                    The place where the product can be brought and then distributed.**

**Product:            The services a business can use to market their products.**

**Promotion:            How the product is going to be sold which includes advertising, discounts, special offers.**

**Price:                    The price on which the product is going to be sold at.**

## **Place**

**This is where the products are going to be sold at. The goods are going to be sold to the general public in shops or in showrooms.**

**There are plenty of examples of where you can sell goods which include:**

- **The internet**
- **Telephone orders**
- **Door-to-door selling**
- **Wholesalers**

## **Product**

**Every business has to decide of what sort of product range they are going to be using and what products they are going to be selling. The will decide whether they are going to be selling high quality products or low quality products. A further decision has to made by the business of what the product is going to be packaged and what its name is going to be.**

## **Branding**

**To make the product look different from the competitors, product should be branded. One example of the is Fanta. There is fanta, fanta fruit twist, fanta lemonade, they encourage the brand loyalty to make the consumers continue purchasing it in preference to competitor's brands.**

**There are four methods of differentiation used to convince consumers that the is different from those of its competitors. These four methods include:**

- **Attractive packaging: This is used to make the product look attractive to ensure the product can be recognised easily by its consumers. They add unique colours, containers and/or designs to do this.**
- **Branding: This is the way a product is given a unique name/image, Levi's and Nike are a couple of examples.**
- **Advertising: This will remind the consumers of the benefits the product can give. They highlight the differentiation by aiming at the campaigns such as tastier, have more fun or better service**
- **Promotion: The company may ask to collect a certain number of labels by the business to qualify for a prize, or to qualify for a competition. This includes competitions and special events. These create excitement around the product**



## **Price**

**This is when the goods and services are been exchanged.  
There are different ways in which a business can price the products.  
Here are three ways:**

- **Competition based pricing: In this, firms base their prices according to the prices charged by their competitors.**
- **Cost plus pricing: Fixing a price by adding a % profit margin to the cost of production. E.g. a CD costs £6 to produce and add a 50% mark up to sell it at £9.**
- **Prestige pricing: This refers to the practice of setting a high price for a product. This is done in order to evoke perceptions of prestige and quality with the product or service.**

**I will choose my pricing once I have carried out my market research.**

## **Promotion**

**This is when a business has to decide on how to market its product and how to sell it. There are lots of various methods in this. Some are:**

- **Advertising using leaflets, internet, TV or radio**
- **Free offers, sales promotion-discounts, competitions or special events.**
- **Sponsoring an event or a person**
- **Point of sale displays and direct marketing**

**The table below shows the advantages and disadvantages of various methods available of advertising for a business**

**Advantages And Disadvantages Of Various Methods Of Advertising**

<b><u>ADVERTISEMENT</u></b>	<b><u>ADVANTAGE</u></b>	<b><u>DISADVANTAGE</u></b>
<b>RADIO</b>	<b>Consumers can be targeted and it's cheap.</b>	<b>There is a small amount of consumers that listen to the radio.</b>
<b>TELEVISION</b>	<b>You can target consumers that you think will be interested in this particular product.</b>	<b>This type of advertisement is very expensive. Not appropriate when targeting a small segment of the population</b>
<b>NATIONAL NEWSPAPER AND MAGAZINES</b>	<b>It has a large amount of consumers that read newspapers and can later keep the advert etc.</b>	<b>The targeted consumers don't always see it. May not be appropriate if campaign is local and target audience limited</b>
<b>LOCAL NEWSPAPER</b>	<b>It's cheap. It can also be informing e.g. to let people know that your business exists.</b> <b>In local marketing campaigns, target audience more likely to see the advert</b>	<b>It is not that effective as the viewers can miss it, and that there is a small audience.</b>

**Source - Mr. Sood**

**I will decide what method(s) of advertising I will use once I have carried out my market research.**

**Advantages And Disadvantages Of Various Methods Of Advertising Continued**

<b>POSTERS AND BILLBOARDS</b>	<b>This type of advertisement can be very effective because it has a large amount of viewers.</b>	<b>However only the minimum amount of information can be included and it can get damaged due to rain, wind, etc.</b>
<b>CINEMAS</b>	<b>The advert will be shown to the audience with a very high quality and so it will have a very captive audience.</b>	<b>However the more audience you target the more money it will cost.</b>
<b>LEAFLETS AND JUNK MAIL</b>	<b>This is a very cheap type of advertisement and the audience can be targeted easily and the consumers can keep adverts.</b>	<b>This could be ignored thrown in the bin by customers.</b>
<b>INTERNET SITES</b>	<b>The adverts can be high quality and the audience can be targeted easily.</b>	<b>There is a lot of competition from other adverts.  Can be perceived as annoying</b>

**Definitions of market research:**

**Research that gathers and analyzes information about the moving of good or services from producer to consumer**

**Research is split into two types:**

**Field Research - service, value-added custom research firm founded in 1945 by Mervin Field. We offer expertise in questionnaire design, survey data collection and specialized capabilities such as analysis for legal cases, expert testimony in court, and Hispanic and Asian-language interviewing.**

**Desk research - refers to the identification and analysis of information that has already been compiled and published in some form or other. This type of information is known as “secondary” because it already exists as opposed to “primary” which would require a survey or research study to produce new data. Typically, examining what is already available is the first step in any marketing research process and has obvious economic benefits. Marketing desk research is usually undertaken for the following two reasons:**

- **To examine a market into which a business is considering entering;**
- **To continuously monitor the markets in which a business is already operating.**

**Whatever the reason, it will be necessary to:**

- **understand the current state of the industry or product**
- **examine and identify actual and potential markets**
- **identify and monitor competitors and customers**
- **explore promotional methods**

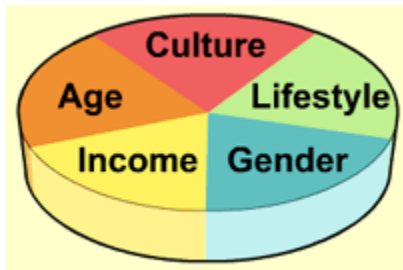
**(Source:[www.bournemouth.ac.uk/academicsupport/documents/Library/MarkDeskResearch.pdf](http://www.bournemouth.ac.uk/academicsupport/documents/Library/MarkDeskResearch.pdf))**

## **Market Segmentation**

**Market Segmentation – identification of portion of the market that are different from one another. Segmentation allows the firm to better satisfy the needs of its potentials customers.**

### **Types of Segments**

**Just as you can divide an orange up into segments you can divide the population as a whole into many different groups of people or segments that have something in common. Segmenting the market makes it easier to identify groups of people with the same consumer needs and wants. Marketers therefore look for categories they can use to divide up the population.**



**There are five commonly used categories:**

- **Age**
- **Gender**
- **Culture**
- **Income**
- **Lifestyle**

**Age: The population can be divided by age in years (e.g. 0-16, 17-25) or by the stage of life reached (e.g. schoolchild, teenager). For example, a pensioner will have similar needs to those of other pensioners but different needs from those of a teenager.**

**Gender: Products may be targeted at a specific gender group. For instance, cosmetics have been traditionally targeted at women while DIY has been targeted at men.**

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**Culture: People's needs and wants as consumers will vary according to their religion, language, social customs, dietary habits and ethnic background. In the UK businesses provide for a wide range of different cultures. There are magazines and newspapers in many different languages and Halal butchers in areas with large Muslim populations.**

**Income: The population can be segmented according to annual salary (e.g. £15,000, £30,000 etc.), or type of job and social class. Establishing a group's disposable income is important so that products can be targeted to the relevant income group. This is called a socio-economic segment. The socio-economic groups A, B, C1, C2, D and E describe how much the head of the household earns. The population is been divided by this method accorded to their occupation (i.e. Job) or of the household's head's occupation (such as the father or mother of the family). The table below illustrates this method.**

<i>Social grade</i>	<i>Social status</i>	Head of household's Occupation
A	<i>Upper middle class</i>	Higher managerial, administrative or professional such as doctors, lawyers and company directors.
B	Middle	Intermediate managerial, administrative or professional such as teachers, nurses and managers.
C1	Lower Middle class	Supervisory or clerical and junior managerial, administrative or professional such as a shop assistant, clerks and police constables.
C2	Skilled working class	Skilled manual workers such as carpenters, cooks and train drivers.
D	Working class	Semi-skilled and unskilled manual workers such as fitters and storekeepers.
E	The poorest in society	State pensioners or widows, casual or lower grade workers, or long-term unemployed.

Source Anderton Lifestyle

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**Lifestyle: People are grouped according to the way they lead their lives and the attitudes they share. For example, young professionals may drive a sports car because of the image they want to project. Married parents might want the same things, but have to provide for their children, which is a large extra cost. They will need a family car to suit their lifestyle.**

**(Source:**

**[www.bbc.co.uk/schools/gcsebitesize/business/marketing/marketsegmentationrev2.shtml](http://www.bbc.co.uk/schools/gcsebitesize/business/marketing/marketsegmentationrev2.shtml))**

**I will decide on which part of the population to target once I have carried out my research.**

## **Market research**

**Market research - The process of systematic gathering, recording and analyzing of data about customers, competitors and the market. Market research can help create a business plan, launch a new product or service, fine tune existing products and services, expand into new markets etc. It can be used to determine which portion of the population will purchase the product/service, based on variables like age, gender, location and income level. It can be found out what market characteristics your target market has. With market research, companies can learn more about current and potential customers.**

**There are four main categories that you need to find out about:**

<b>Competitors</b>	<b>Alternative suppliers of the products or services</b>
<b>Consumers</b>	<b>The people who will use your products or services</b>
<b>Costs</b>	<b>Your costs of starting and running the business</b>
<b>Customers</b>	<b>The people who will buy from you</b>

**(Source: Mr. Sood, internet and GCSE Edexcel Business studies work)**

## **Primary research**

**Once we have found out the internal research, we will then need to prepare to find the missing information.**

**Primary Research can be carried out by a questionnaire, face-to-face, over the phone or the Internet.**

## **Surveys**

**I am going to use a questionnaire, which is the most common form of survey. A questionnaire consists questions, which are set to find out what the customers think and what exactly they want. This can be carried out on the phone, by post or on the street.**



**Advantages and Disadvantages of a questionnaire**

<b>Advantages</b>	<b>Disadvantages</b>
<b>All the customers are asked the same questions.</b>	<b>They are brief and impersonal.</b>
<b>The business decides itself what questions they are going to ask.</b>	<b>Customers are often not allowed to express or give their own opinions.</b>
<b>The results are easy to analyse using IT.</b>	<b>If you send the questionnaire by post it can take time to get a respond.</b>
<b>If the questionnaire is carried out on the phone or face-to-face you are sure that the person is understanding the questions.</b>	

**Source: GCSE Business Studies for Edexcel**

**Interviews**

**Interviews can be used for primary research, for example to find out whether the product is going to be liked by the public, such as a soap powder, which had been placed in their home to try out. The person taking the interview (the interviewer) has a list of questions ready to ask the interviewee, many of them would be open questions so they will be allowed to express their own opinions.**

**Advantages and Disadvantages of Interviews**

<b>Advantages</b>	<b>Disadvantages</b>
<b>It is easier to obtain detailed information about the person's views</b>	<b>Interviews are an expensive way of gathering information, because they are time - consuming to conduct</b>
<b>If any of the questions are difficult to understand, the interviewer can explain them</b>	<b>The interviewer may have to travel some distance between on interview and the next, taking up time and costing money</b>
<b>If the interview is in the person's home, packaging can also be shown and the person's views recorded</b>	

**Source: GCSE Business Studies for Edexcel**

## **Secondary Research**

**Most of the consumer research is available through reports and libraries, trade associations and university research bodies. This sometimes involves irrational likes and dislikes and preferences of your “end – users”. It is suggested that you tap into these invaluable resources rather than asking you to conduct consumer testing.**

**Secondary resources which are available include:**

- **Telephone directories e.g. yellow pages**
- **Internet**
- **Newspapers and lifestyle magazines**
- **Trade magazines and trade journals**
- **Business ration reports**
- **Mintel reports**
- **Companies house reports**

**All of these are available from the major libraries in the business reference sections and should be accessed as soon as possible.**

**Advantages and Disadvantages of Secondary research**

<b>Advantages</b>	<b>Disadvantages</b>
<b>Cheap</b>	<b>Possibly out of date</b>
<b>Less time consuming</b>	<b>May not meet research requirements</b>
<b>Information readily available through Internet, library &amp; own business</b>	<b>Right questions may not have been asked</b>
<b>Has been interpreted by someone else</b>	<b>Has been collected by someone else</b>

**Source: GCSE Business Studies Edexcel**

**After looking at all the various methods I have decided that I am going to use a survey (questionnaire) for my coursework. The reasons I have chosen this method is because it is quick and easy to understand.**

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# Questionnaire

**1. Gender**

**Male**

**Female**

**2. Title**

**Ms**

**Mr**

**Miss**

**Dr**

**3. Age Range**

**17 - 25**

**26 - 35**

**36 - 45**

**46+**

**4. How old is your driving license?**

**Under 1 year**

**1 - 3 years**

**3 - 5 years**

**5 - 10 years**

**Older**

**5. What kind of cars do you like?**

**Sports**

**Luxurious**

**Family**

**Small cars**

**6. What gearbox do you prefer?**

**Manual**

**Automatic**

**7. Which make are you driving at present?**

**Mercedes-Benz**

**Vauxhall**

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**Ford**  
**Honda**  
**Volkswagen**  
**Others: (please specify)**

**8. Where was the last car advert you saw/heard?**

**Radio**  
**Internet**  
**Leaflet**  
**Billboard**  
**TV**

**9. Why did you choose this make of car?**

**Previous ownership**  
**Recommended**  
**Advert**  
**Low maintenance**

**10. How much are you willing to pay for a car?**

**Under £999**  
**£999 - £1,999**  
**£2,000 - £4,999**  
**£5,000 - £9,999**  
**£10,000 - £19,999**  
**£20,000+**

**11. How much do you earn per annum?**

**Under £9,999**  
**£10,000 - £14,999**  
**£15,000 - £24,999**  
**£25,000 - £34,999**  
**£35,000+**

**12. What internal extras do you look for?**

**Navigation system**  
**DVD-Player**  
**Air Conditioning**  
**CD-Player**  
**Others: (Please specify)**

**13. What outside extras do you look for?**

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**Alloy wheels**  
**Towing attachment**  
**Wheel Rims**  
**Others:** (Please specify)

**14.What after car service would you like?**

**Free Insurance**  
**Breakdown Service**  
**Free MOT**  
**Free Service**

**15.What local newspaper do you read?**

**Guardian**  
**Post**  
**Advertiser**  
**Loot**  
**Metro**  
**Others:** (Please specify)

**16.Where did you buy your last car from?**

**Showroom**  
**Internet**  
**Magazine**  
**Private**  
**A car auction**

**17.What colour do you prefer?**

**Black**  
**Silver**  
**Blue**  
**Red**  
**Green**  
**Grey**  
**Others:** (Please specify)

**18.How many seats do you need?**

**2**  
**5**  
**7**

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**8**

**More**

**19.How many kilometres do you drive every year?**

**Under 4,999**

**5,000 – 19,999**

**20,000 – 49,000**

**50,000+**

**20.How much horsepower would you like to have?**

**Under 69**

**70 – 109**

**110 – 199**

**200 – 299**

**300 – 399**

**400+**

**21.When are you thinking to buy a new car?**

**Under 1 year**

**1 – 2 years**

**2 – 5 years**

**More than 5 years**

## **Hypothesis**

**I am going to carry out a piece of research which is called field research. This means a questionnaire, which I am going to give out in the public to people who are happy to respond. The public is a part of the social economic group. It won't really to have the same number of female and male to respond to my questionnaire. It will help me more to create my marketing plan according to the responds.**

**What I think my findings will be like:**

- **As I will hand out my questionnaire to people, I will expect that most people will be in the age range of 25-35 years, because most people in this range have a car or would like to purchase one.**
- **I think these people will earn much money and thus they will be ready to pay more than £5.000**

**I think most people would/will**

- **Be male ones**
- **Like to be called "Mr"**
- **Be at the age of about 17 - 25**
- **Like to buy a small car like a Fiesta for example**
- **Prefer automatic gearbox**
- **Like to buy a Ford or Toyota**
- **See the last car advert on the internet**
- **Choose this make because of advertisement**
- **Like to pay £2,000 - £3,999 for a car**
- **Earn about £25,000 - £34,999 yearly.**
- **Look for an air conditioning as an inside extra**
- **Look for Alloy wheels as an outside extra**
- **Like to have Breakdown service as an after car service**
- **Read the Guardian as a newspaper**
- **Have bought the last car from a showroom**
- **Have a driver's license about 3 - 5 years old**
- **Prefer the colour silver**
- **Need 5 seats**
- **Drive about £5,000 - £19,999 kilometres every year**
- **Like to buy a car in the range of under one year.**

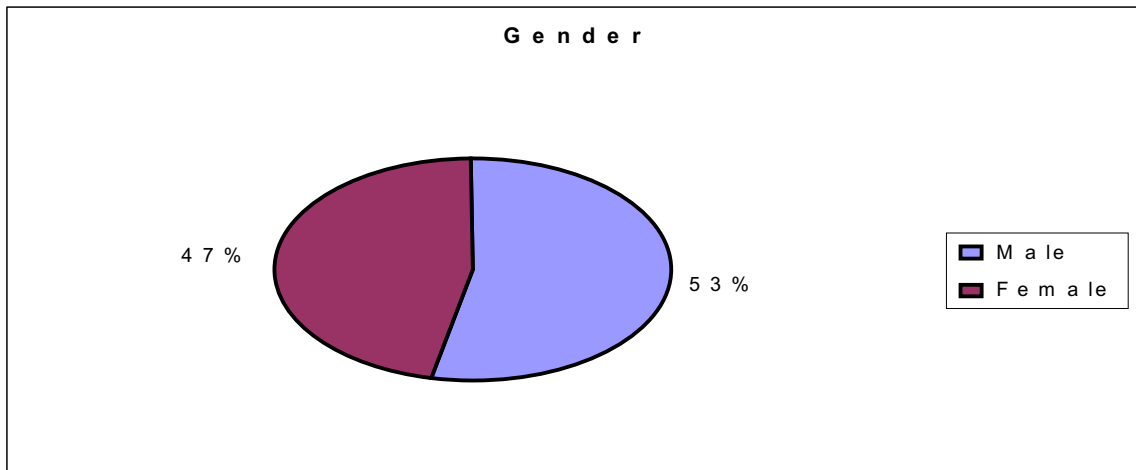


**Findings**

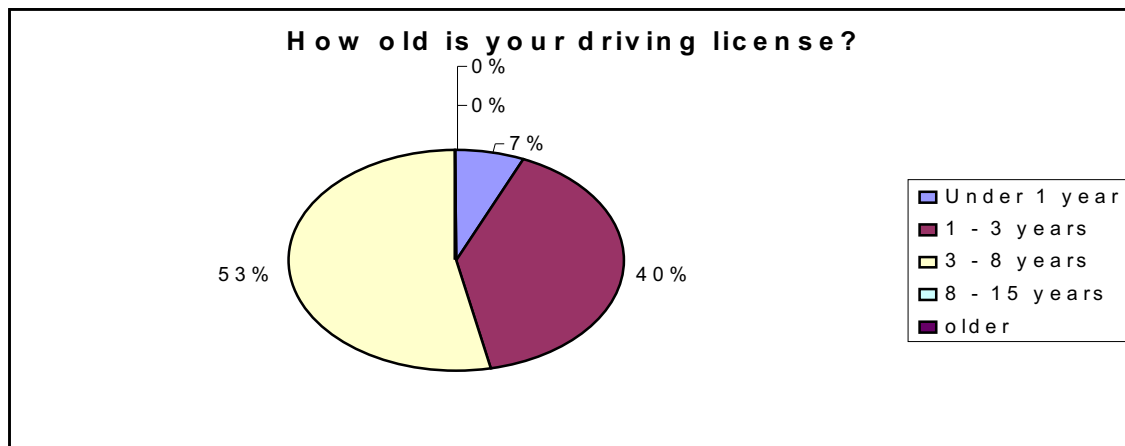
**According to my questionnaire, I think that I will probably get most of the following results:**

- **The people I am going to ask, they would be in the age range of 18-25. That I because they have a new license and want to buy a car**
- **Students earn money, so they would pay me enough money for a car.**

**To show my findings I will be using two types of graphs. One will be the pie chart which will be for the results which doesn't include any, and the second one will be the bar chart which will show all the results including the 0's.**

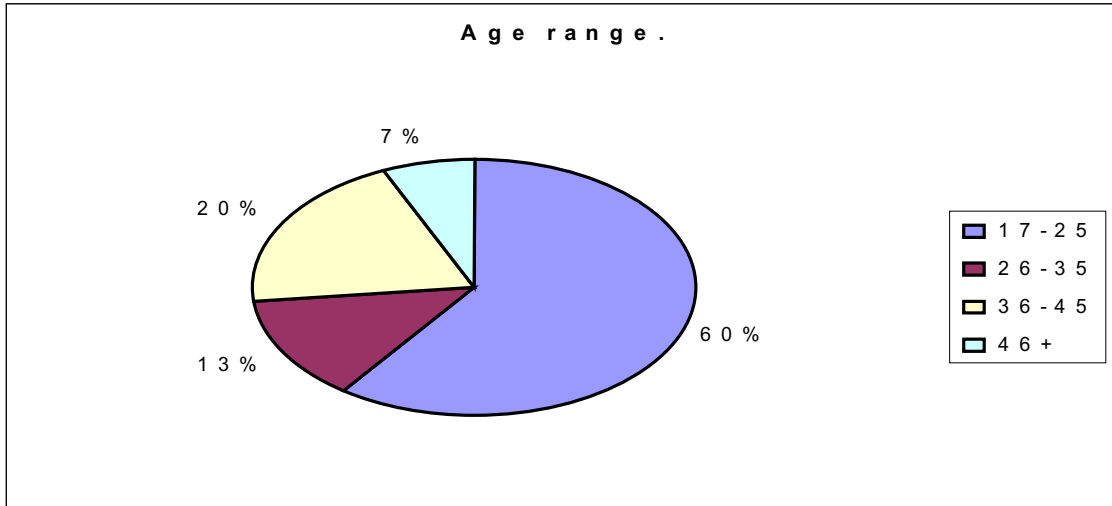


**The most of the people who responded to my questionnaire were males. This suggests that I should target males.**

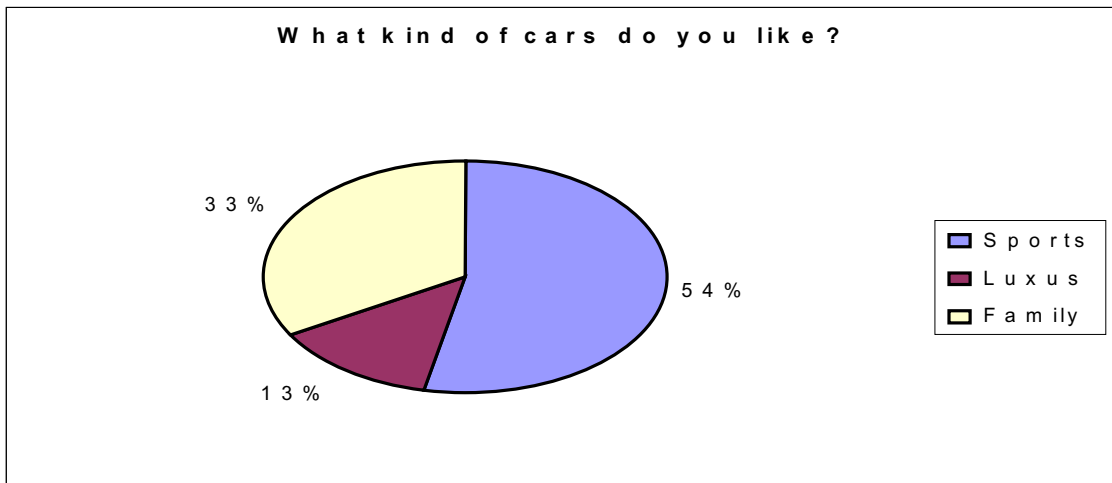


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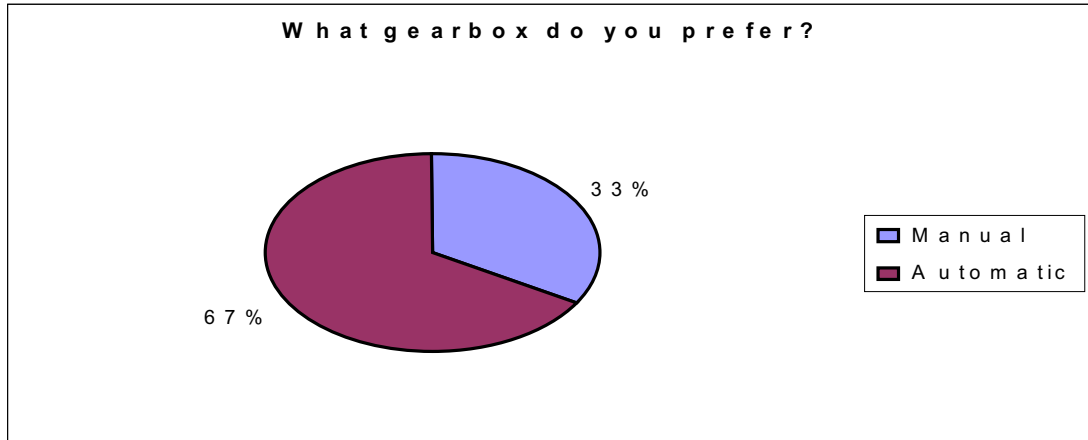
**Most of the people I asked had a driving license of 3-8 years old that means that I know they are experienced so I could provide them with a cheaper car insurance.**



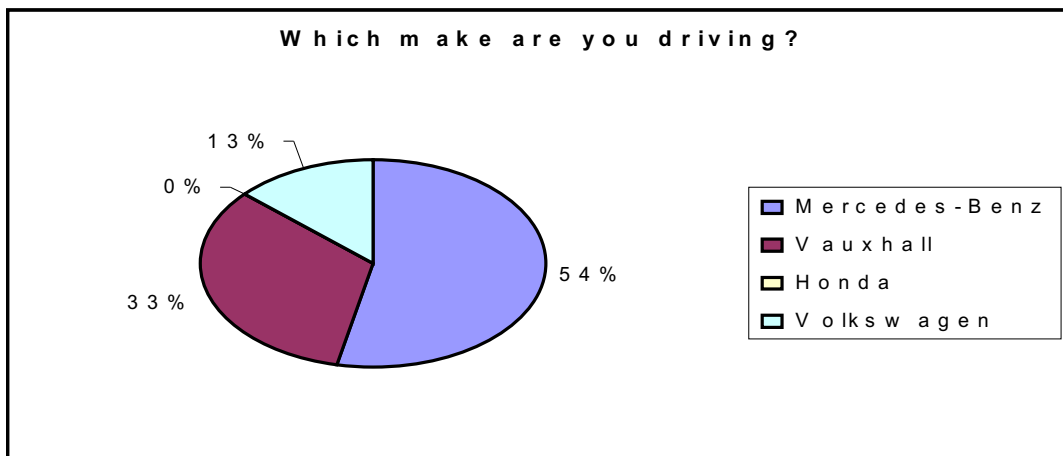
**The age range of most of the people was 17-25. This suggests I should target people in that age range.**



**Sports cars are most liked by the people I asked. So I will try to keep those types of cars in my showroom.**

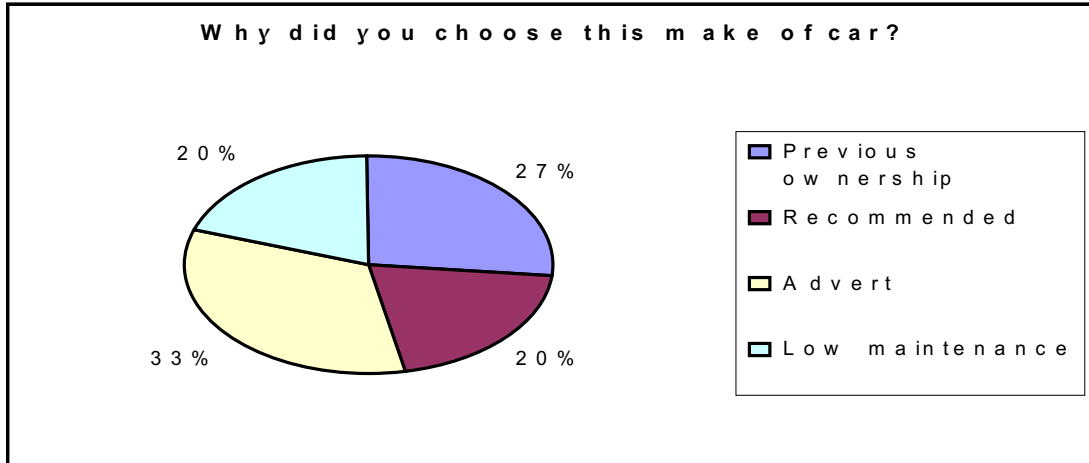


**Most of the people preferred automatic gearbox. Probably the ones who want to buy a family car. I will try also keep cars with and automatic gearbox.**

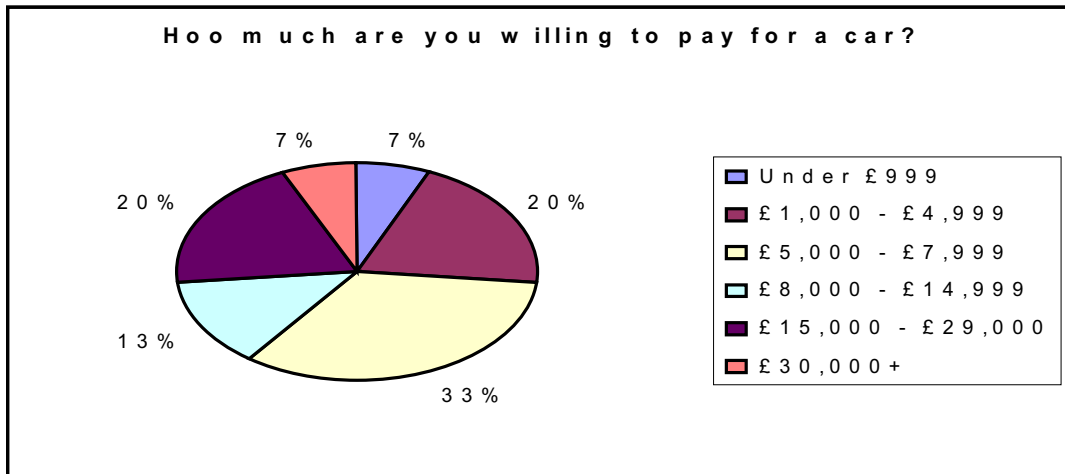


**Mercedes-Benz is being preferred by most of the people. It is a German car. I will try to keep most of the cars in my showroom which are made in Germany.**

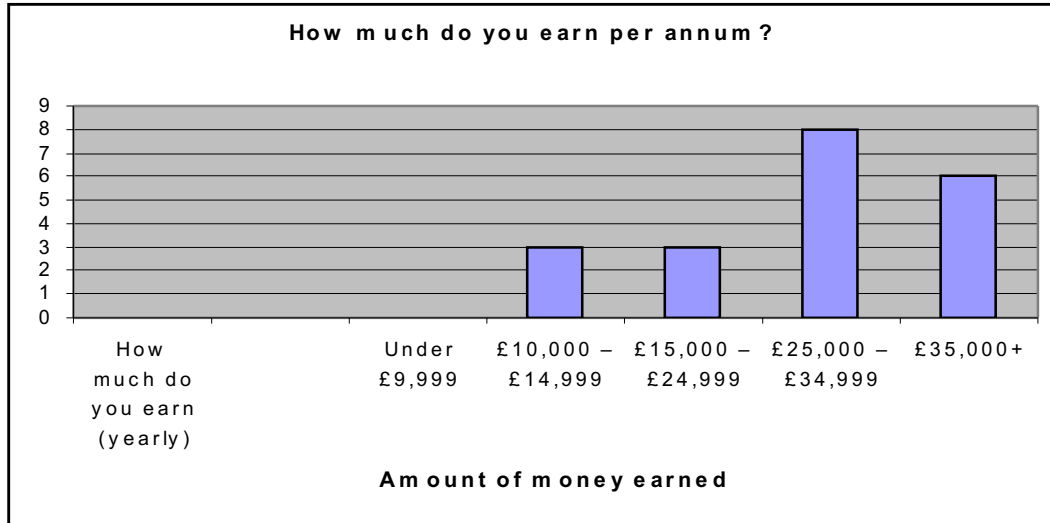
**Most of the people saw their last car advert on the T.V. It is expensive to do, but it will help me creating my marketing plan.**



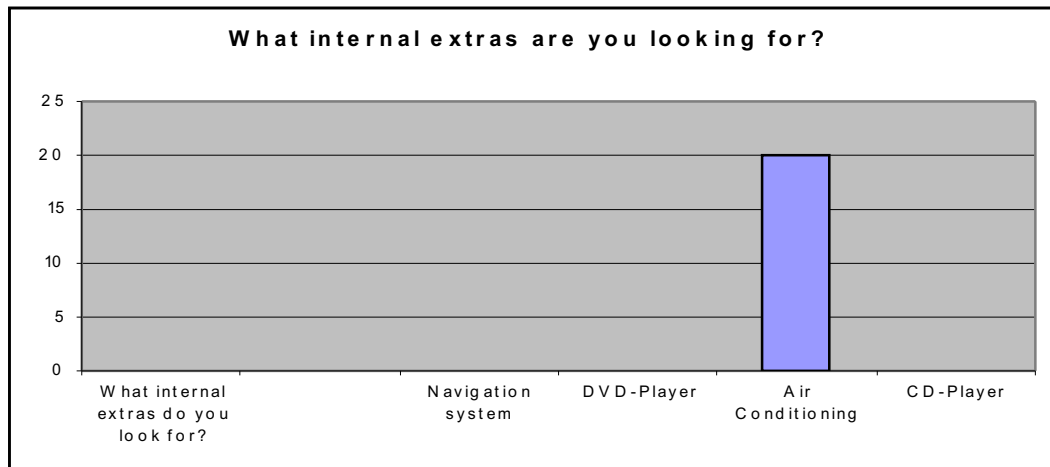
**A majority of people I asked had chosen that make of car because of the advertisement, so I would advertise most of my cars.**



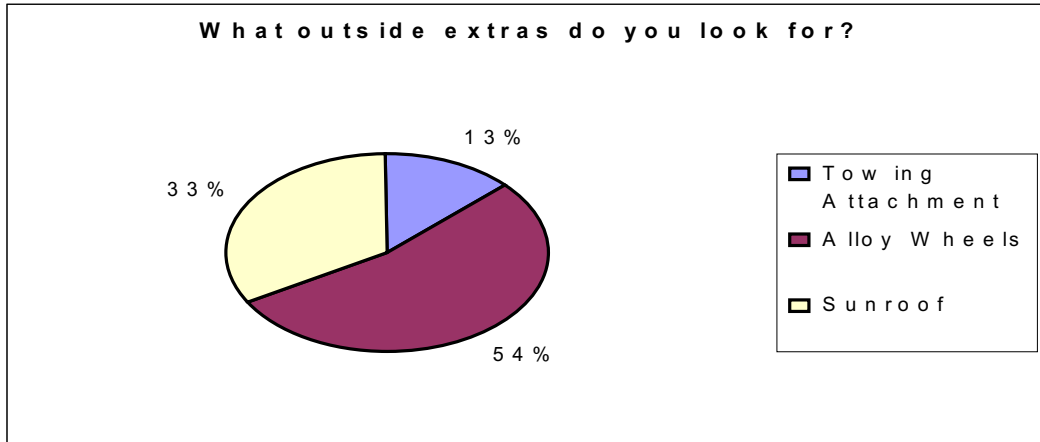
**33% of 100% are ready to spend £5,000-7,999. This suggests I should keep cars with that price range.**



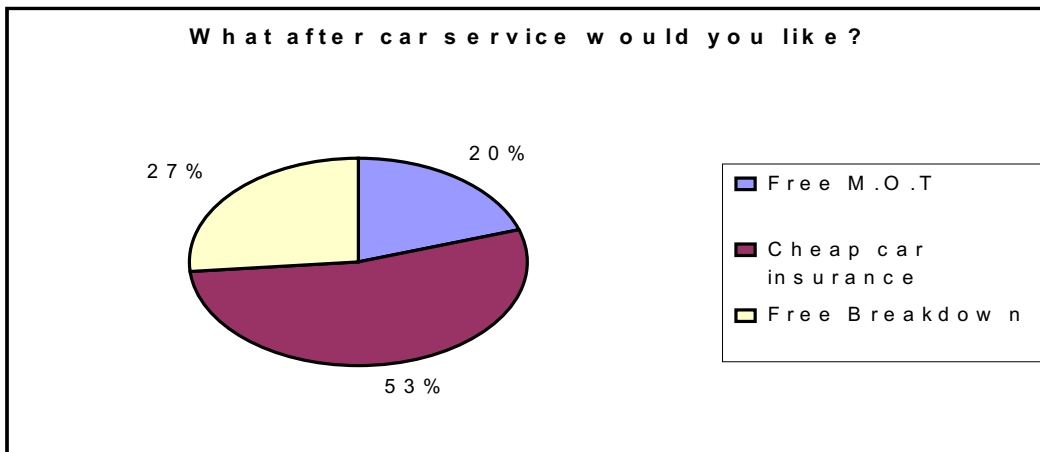
**Most of the people I asked, they earn £10,000+ per annum. This will give me an advantage as they would be ready to spend £5,000-7,999 on a car.**



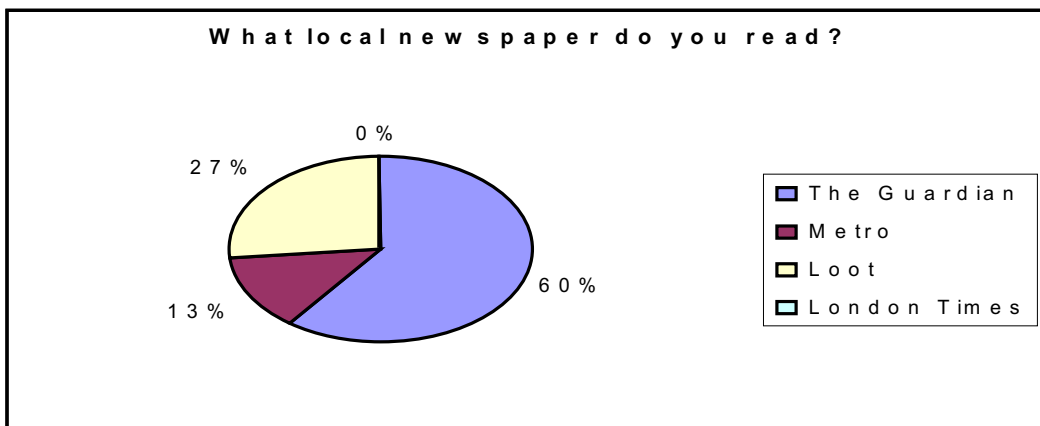
**As I expected, 66 percent of a hundred want to have air conditioner as their internal extra. This will help me to plan what cars most people would like E.g. With air conditioner obviously.**



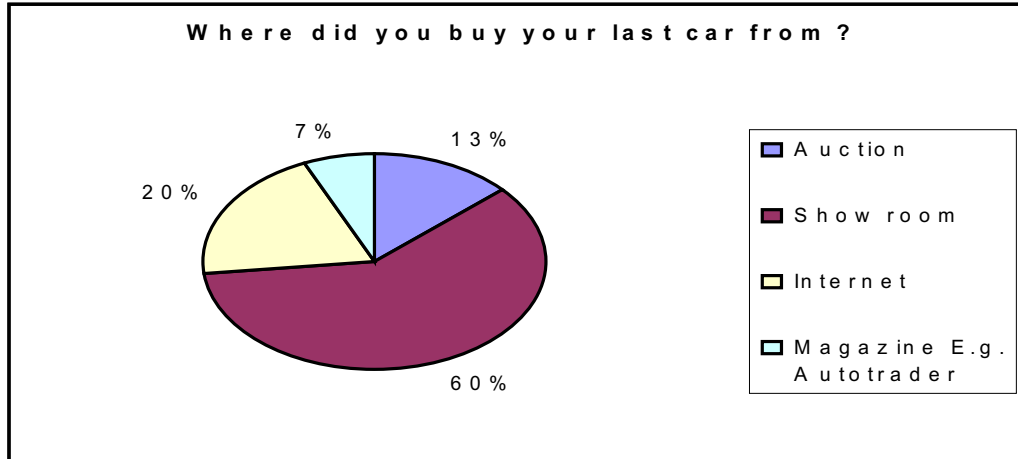
**Most of the people would like to have Alloy wheels as their external extra. So I will try to keep most of the cars in my showroom with alloys.**



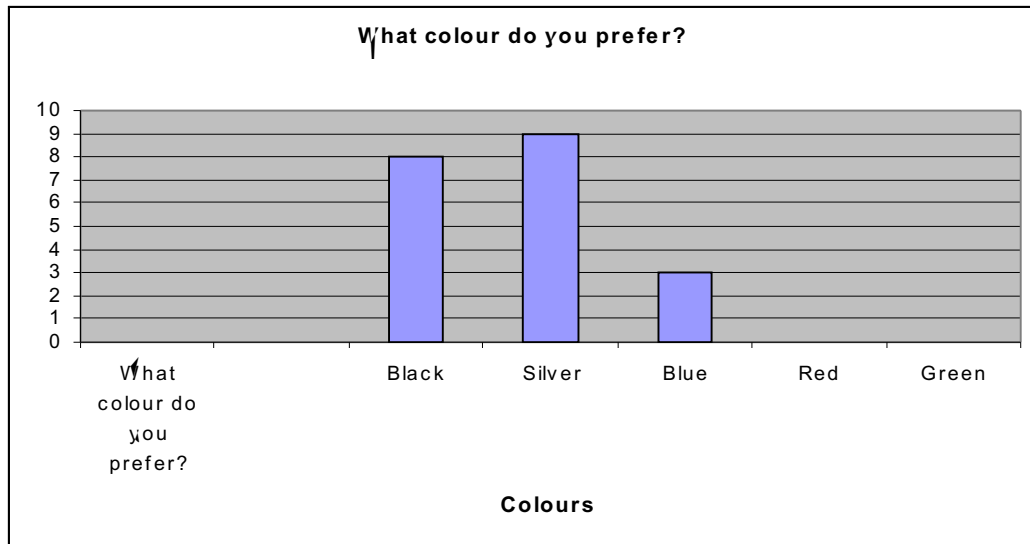
**Cheap car insurance is something everyone wants. So I would try to offer that kind of service. But they would have to agree to the policy.**



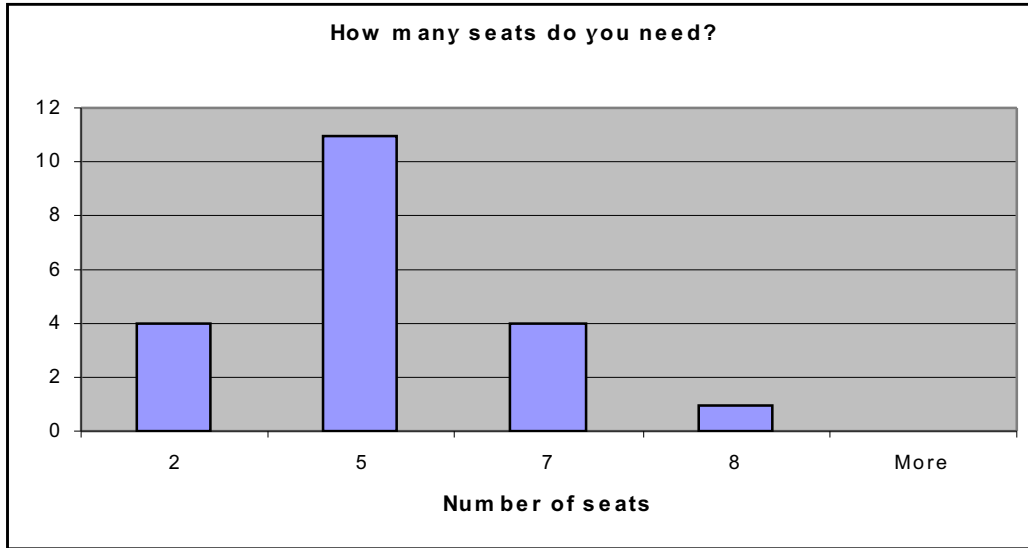
**Most of the people like to read The guardian. This suggest I should try to advertise in the Guardian.**



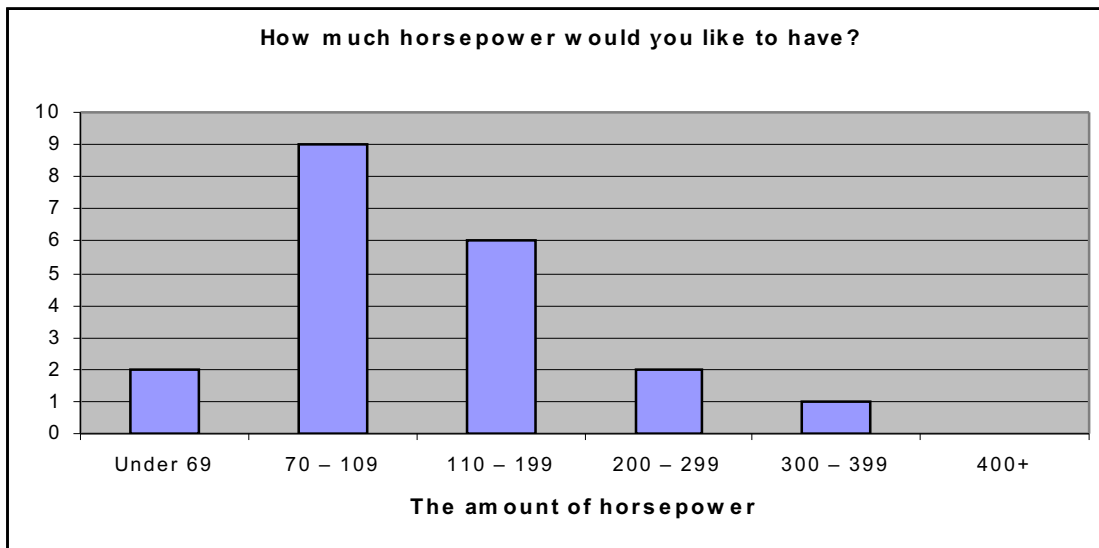
**Most of the people, 60 percent bought their last car from a showroom. This is an advantage for me as I am going to open a car showroom.**



**When asked what colour most of the customers would want, most of them preferred silver colour. So I should target silver.**

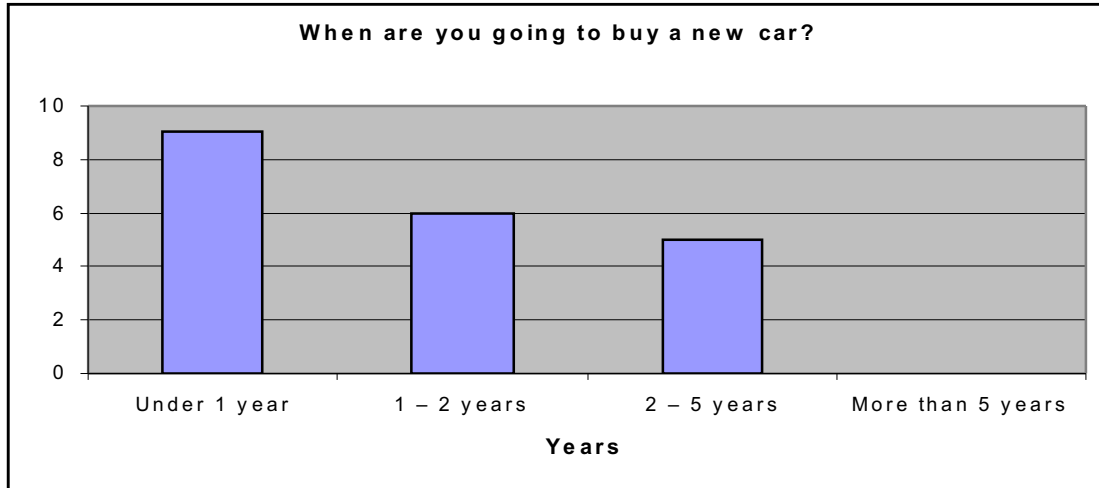


**When I asked the people how many seats they would need/want, most of them said they would want a 5 seater. So in my showroom, I will try to keep cars with 5 seats.**



**The major numbers of people want the horsepower to be between 70 - 109. This means I would have to keep cars in my showroom according to this result.**





**Most of the people I asked when they would like to buy a new car, they said less than 1 year. Which means my business can get on the way in a positive way.**

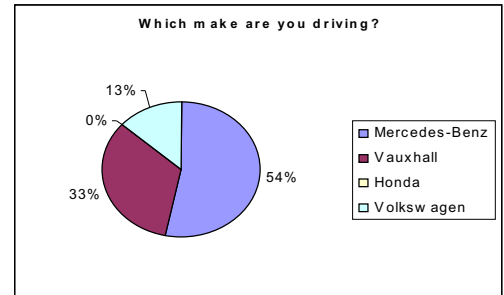
### **Comparison between findings and hypothesis**

**According to my research, my predictions were correct except one question which was the colour of the car. My prediction was that most of the people would prefer black but the findings showed me most of them preferred silver. The possible reasons for this might have been that I did not ask enough people, wrong time of the day, wrong place or the population did not reflect a true picture.**

**Marketing Plan**

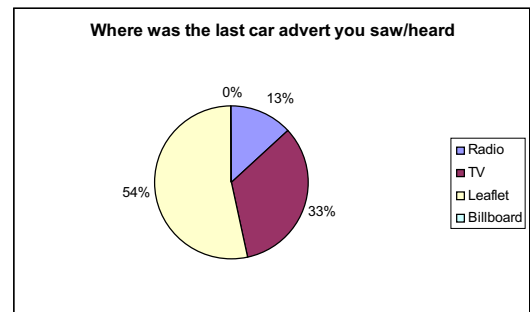
**I will come up with a marketing plan for my car showroom, based on the research I have carried out.**

**To start off I need to target my marketing, of what type of cars people are driving at present. To help me with this question, I included it in my questionnaire, as you can see on the right. So most of the people are driving Mercedes-Benz at present, which is a German car, so I will try to sell as many as possible Mercedes-Benz cars.**



**Advertising my business**

**To help myself on where to advertise my business, in my questionnaire I asked this question "Where was the last car advert you saw/heard?" So, as you can see on the right, most of the people saw their last advert on leaflets. So I will be ordering leaflets from a printing company, who will print leaflets for me.**



Sajeel Liaqat

## Leaflets

**This method is going to be easy and cheap. This is very helpful because almost everybody gets to see it.**

**The followings are the details of a firm that will print leaflets for my business.**

**Best Printing Limited  
2nd Floor  
145-157 St. John Street  
London  
EC1V 4PY  
[enquiries@bestprinting.co.uk](mailto:enquiries@bestprinting.co.uk)**

**The following are the prices listed offered to me to print leaflets.**

**Single / Double sided full Colour Flyers  
click price below to order:**

	A6		A5		A4		DL	
	135gsm	300gsm	135gsm	300gsm	135gsm	300gsm	135gsm	300gsm
1,000	£59.00	£72.00	£73.00	£89.00	£110.00	£128.00	£65.00	£75.00
5,000	£79.00	£80.00	£115.00	£148.00	£200.00	£266.00	£100.00	£123.00
10,000	£110.00	£140.00	£188.00	£272.00	£295.00	£476.00	£134.00	£208.00
15,000	£147.00	£210.00	£257.00	£388.00	£450.00	£667.00	£194.00	£275.00
20,000	£188.00	£260.00	£298.00	£489.00	£545.00	£888.00	£222.00	£340.00
25,000	£217.00	£320.00	£389.00	£592.00	£719.00	£1100.00	£274.00	£430.00
30,000	£249.00	£375.00	£440.00	£688.00	£812.00	£1299.00	£301.00	£495.00
50,000	£380.00	£545.00	£711.00	£1142.00	£1292.00	£2165.00	£480.00	£770.00
75,000	£534.00	£765.00	£1010.00	£1683.00	£1960.00	£3252.00	£725.00	£1159.00
100,000	£711.00	£1025.00	£1313.00	£2235.00	£2580.00	£4250.00	£910.00	£1540.00

**Source: <http://www.bestprinting.co.uk/>**

**I chose this company because it gave me a wide range of options of what type of leaflets I want to print. It also is cheap as I have a small business. Another benefit is that I can order leaflets online.**

**I will be ordering 5,000 leaflets for my business as I think it should be enough to cover the whole area. This will cost me £115,00 for the leaflets as you can see above. These leaflets will be in the size of A5.**

**I have to use attractive colour in my leaflets, so that it will catch the reader's eye. I will also put offers on the leaflets. For example "The first 5 buyers will get £500 free tuning on their new car."**

Sajeel Liaqat

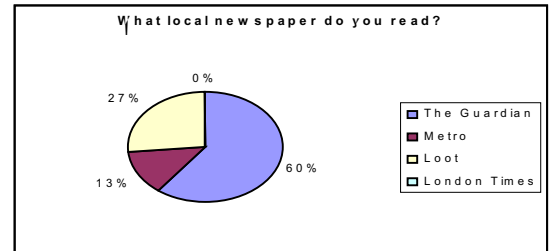
## **The Guardian**

### **Details of contacting The Guardian:**

**119 Farmington Road, London  
0208 585 343 467**

**[www.guardian.co.uk](http://www.guardian.co.uk)**

**I will also advertise in a newspaper. To help myself on which newspaper to advertise in, I asked the following question in my questionnaire “What local newspaper do you read?” As you can see at right, most of the people like to read The Guardian. That is why I will be advertising in this newspaper.**



**I will be planning to advertise on one whole page including 4 offer and description lines, and I will include one picture of a Mercedes-Benz. The prices for advertising in The Guardian are:**

**One picture: £25**

**One line: £12**

**This will cost me:**

**$£25 + (£12 * 4) = \underline{£73}$**

**This price is for one advertisement.**

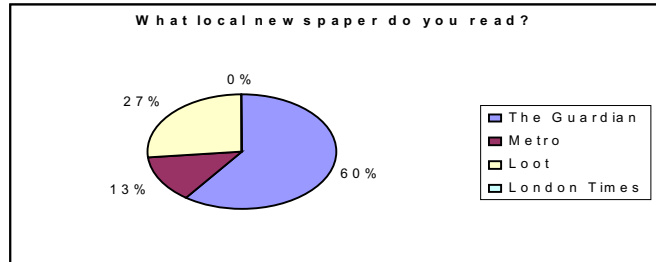
## **Effects on environment and society**

**A disadvantage to my campaign could be producing leaflets. Leaflets are often thrown without looked at them. If people throw them on the roads given by the business, the council would have to clean the roads. This means they would have to employ more workers and would have to give out more money. Also this can cause pollution as the roads are going to be polluted.**

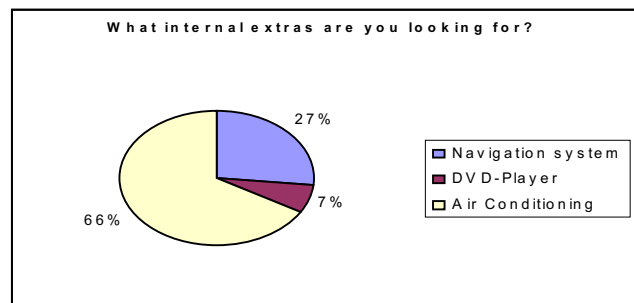
## Evaluation

**In this section I will determine whether my marketing plan and research meet specified criteria such as effectiveness.**

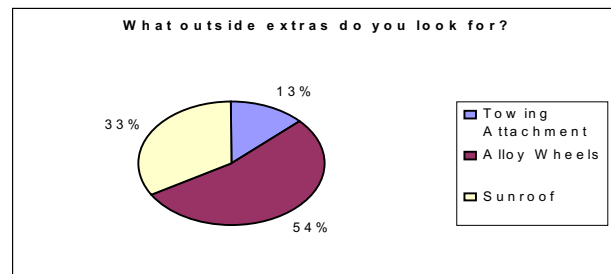
**The Strengths of my business were to create a survey with the suitable questions and to find people that were suited to answer the questionnaire. Most of the results I got from the questionnaire were like I predicted. An example would be the question ‘What local newspaper do you read?’ which was answered with 12 people willing to read The Guardian. (as you can see at right). The strengths I have are that I had enough time to create a questionnaire as to what type of cars most people like which gives me a advantage so I know what type of cars most people prefer, so I can keep those type of cars in my showroom. So it gave me overall ideas**



**The Weaknesses of my business were that I used some questions in my questionnaire that were irrelevant and useless to try and make it a proper questionnaire. An example for this is the question ‘What internal extras do you look for?’ (as you can see at right) which was not a well asked question because the results show that everyone I asked gave the same answer that was ‘Air Conditioning’ because everyone wants air conditioning so it was basically a useless question. An explanation for this is that I did not have enough time to do my survey, because I had to proceed with my marketing plan that’s why I was looking to finish it off as quickly as possible.**



**The Opportunities of my business are that if my business successes in the future I will be able to increase the products and services I can offer. in the future I can also sell products like Alloy Wheels or Air Conditioning systems because these products were most preferred by the people I asked (s. right). I can also offer BOGOFs (Buy one, get one free) with smaller products that I will sell in my shop E.g. steering cover and a perfume tree etc.**



**The Threats of my business are that because of the leaflets I am going to produce, people might Throw them on the streets. That could be a big disadvantage because this can cause more pollution which can lead to higher council taxes. That is because the council would have to have more workers to clean the streets which means they have to pay more money to the workers. If the council increases the taxes, then I would have less money to spend on my marketing campaign which would have a link to global warming because I will not be sure whether my leaflets are comfortably recycled or not. And if the customers throw my leaflets on the streets without looking at them, I would have to pay more tax and I would have to pay more money making new leaflets for my adverts. If I advertise on The Guardian I won't be sure whether the people will buy the Guardian or not, but according to the questionnaire, most of the people chose Guardian so let's hope for the best.**

**Trade description Act 1968**

**It was accomplished in 1968, which makes it a criminal offence for traders to make false statements about the goods they sell. This means, for example, that it is illegal to say that goods can do something they cannot, such as say that a black and white printer can print good colour printouts. Also, it is illegal to say that goods include ingredients that they do not**

**So I will have to be careful with what I sell and what the thing does. Otherwise if I make a false statement of a product I sell. This act has offered protection to consumers and legitimate traders for over three decades. It is an extremely versatile piece of legislation which has been used to tackle all manner of different forms of unfair trading e.g.:**

- **A insurance policy been explained correctly**
- **Make sure the customer understands everything of a product or policy of something**
- **The terms and conditions not explained correctly.**
- **If a car has covered a total of 100,000 miles, and I plan to sell it, I am not allowed to drop the mileage meter to anything less than 100,000 miles. I would be liable for a fine if I do this.**

**If I would do something like this, judiciary will be charged against me.**

**Effects on Environment and Society**

**Producing leaflets will be a bad point of my advertising. If people throw them on the streets, the council will increase the taxes and will have to keep workers to clean them thus it will cost money. This could be a possible effect that my marketing campaign would have on the environment and society.**

**Bibliography**

**The following are the Sources, which include for instance the Internet and books that helped me with my coursework or my teacher if I get stuck.**

- **Mr Sood (my teacher) if I got stuck I asked for help.**
- **A-Z GCSE Business Studies Handbook by Arthur Jenkins**
- **GCSE Business for Edexcel by Alpin & Co**
- **Tutor2u.com**
- **[www.guardian.co.uk](http://www.guardian.co.uk)**
- **[www.bestprinting.co.uk](http://www.bestprinting.co.uk)**
- **[www.businessstudies.co.uk](http://www.businessstudies.co.uk)**
- **[www.bbc.co.uk/schools/gcsebitesizes/business](http://www.bbc.co.uk/schools/gcsebitesizes/business)**
- **[www.wikipedia.org](http://www.wikipedia.org)**
- **Anderson 2<sup>nd</sup> edition**