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Task 4

**Scenario 3:
Music and Movie Nation Ltd**

Sample 2

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Controlled Assessment Now/ The Item
of promotional material is suitable for
2 Funky to use and of high quality

By Ollie Bentley

Reasons why it is important for businesses to promote

It is important for all businesses to promote as it is unlikely that they will achieve a great increase in sales if they do not; this is because while the products sold could be of high quality, it will not matter if nobody has heard about them. It is especially important for newly-founded business to advertise or it is unlikely that they will ever pick up in sales. Usually, most new businesses advertise in the newspapers as it does not cost much and many of its readers browse the archives section where the businesses' adverts may be. Wealthier and more experienced businesses would do better to advertise more worldwide by for example; advertising online with pop-ups or even on television. This is because a small newspaper article or a flier will not suffice when the business wishes for millions to hear of its products. Businesses may also have an opportunity to join with another business to make a large profit through advertising; if a business earns a good name then another may wish for them to advertise and retail their product – they will of course receive payment for it. An example of this would be a popular games retailer such as Game advertising a new game; the publishers of the game pay them to put up posters for the product and give it a high place in the store's chart. If two businesses in a situation of this kind were to benefit well from this and had plans for the future then they could be compelled to form an alliance and help each other to increase their market shares; for instance, if WHSmiths had put a company's game at the top of their chart and it had seen sales increase, both businesses would be obliged to have further contact with each other.

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My chosen item of promotional material and why it is suitable for 2 Funky to use

I have designed an idea for what could be a poster advertisement for 2 Funky to use, it is not likely this will be the actual one used but it gives a good rough idea of how to present the poster and what to show on it. The poster can be viewed on the page after this section; I recommend taking a look at it first before reading on. The reason I chose to use a poster as my recommended type of promotional material is that it can advertise for more than just one thing and also; because 2 Funky is located in the town and the town is a very suitable place to advertise with posters and. My advertisement first of all contains information on the location of the store; I think this important as it connects to my idea of using posters. The reason why is because they would be placed around the town at Leicester City Centre and that is near where 2 Funky is

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located. People could very well be interested in the business if they found out it was nearby; as you see, my idea makes very good use of 2 Funky's **place**. Of course nobody would be interested in 2 Funky if its **products** were no good; that's exactly why the second thing that I included with my promotional material was the **products**. But also very important for me to include was the **prices** as without the best prices being shown, nobody will know how much the best of 2 Funky's products are being sold for and if they are the cheapest. I made sure to include some of the highlight offers on the poster as people will be far more interested in the good ones than the bad ones. If people found out that 2 Funky were selling popular urban CDs and DVDs for better prices than the retailers they usually go to, then they are likely to be tempted to purchase them from 2 Funky instead, hopefully paying the store further visits and even recommending it to others. **Place** was an important thing to include in the advertisement, and I also made sure that the information was displayed in an appropriate manner. The full address, telephone number and email address are all included in the advert; I believe that it is necessary for people to be able to contact a business or have a reference for information in a poster; otherwise people may lose interest. Including the link to the site was vital for this advert in particular – the reason being that 2 Funky are aiming to expand their online sales and reputation. The promotional material shows that 2 Funky sells online as well, it is vital that this is known as 2 Funky's mission statement is to "become the no.1 urban retailer in the UK, if not the world". Since 2 Funky are not considering physically expanding, it is important for people to know about their online sales so that the business sees customers worldwide. That which I've included is not the only thing that makes my item of promotional material the best, most suitable type for 2 Funky to attract its target market, but also its presentation is good. I use a variety of flashy, urban-related colours that stand out and capture the eyes of youths – 2 Funky's target market. Combining different colours with different fonts really makes the writing noticeable and people will see the words that are vital to the advertising of the business and its products. The words themselves are an important part of **promotion** – using convincing phrases such as "The best prices on *product*!" or "Every customer leaves happy" is the way to get people's attention, and as you will see from my item of promotional material that is exactly what I have done. To add to that I added a symbol for Investors in People status; which is what 2 Funky have – the proof is on their website. If people know that they have IIP then that sends a good message forward for the business.

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Figure 1

DECEMBER

**GREAT PRICES ON GREAT
URBAN CDs AND DVDS!**

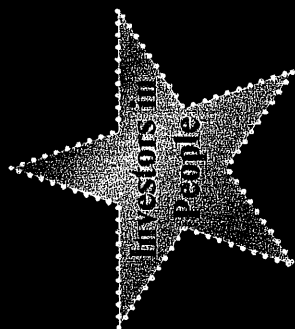
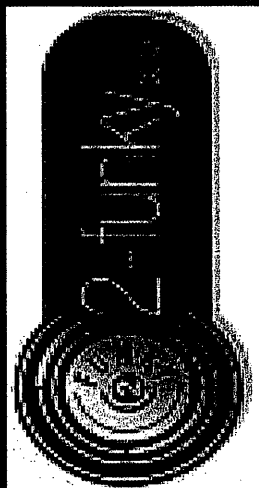
62 Belgrave Gate, Leicester, LE1 3EQ, UK

tel: 01629 0700

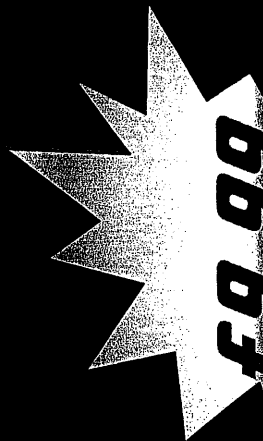
Fax: 01629 007170

email: shop@2-funny.co.uk

BUY ONLINE!



**UK'S LARGEST RANGE OF URBAN
MUSIC AVAILABLE
THE LATEST AND GREATEST
FOR YOUTHS**



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Attracting all youths - check out 2 Funky!

2 Funky Music



Inside our store, we have a range of urban music and merchandise, ranging from the latest and greatest in urban music, to old classic albums, as well as a variety of cool merchandise. At 2 Funky, we aim to sell many top-quality products to customers—mainly the youth—at the right price. We also have an online shopping service; check it out on the 2 Funky website @ www.2-funky.co.uk – there we aim to be the biggest online urban music retailer and sell an

even larger range of products than we do now, delivered to your doorstep at the earliest possible date.

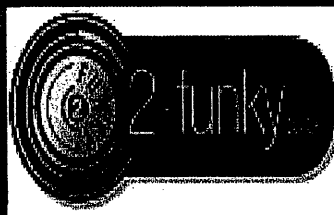
Our store updates regularly so make sure to keep checking it out for new products and promotions—

and don't forget, we also sell tickets for gigs!

2 Funky Music

62 Belgrave Gate,
Leicester,
LE1 3GQ,
UK

Phone: 0116 299 0700
Fax: 0116 299 0077
E-mail: shop@2-funky.co.uk



The Uk's no.1 urban retailer

Not only did I make a template for a poster promotional material item, but also I added a rough idea of the kind of leaflet 2 Funky should use; less effort was put into it, but its structure is most appropriate. The title of the leaflet is at the top, which gives readers the main message – my title was “Attracting all youths – check out 2 Funky”, showing that 2 Funky is a business that mainly targets its store at youths. Adding a picture of the store’s interior was a good choice as it gives anybody interested in 2 Funky an idea of what to expect when inside the store. I added text next to the picture telling readers what to expect from 2 Funky, there are details on what the store has to offer, who its offers apply to, its online shopping service, gig tickets and, the businesses’ aims. Basic information showing 2 Funky’s address, phone number, fax number and email address is listed conveniently in the bottom-left corner where it can be seen and read easily. I also added the 2 Funky logo – people will recognize the store for its logo and will know that they are viewing the very same store or online shopping service that is 2 Funky’s. Finally, I included a logo that shows 2 Funky have IIP status, just as I did in the poster; the aim of adding it being to make people understand that 2 Funky is a reliable, customer-friendly business. I’m hoping that by throwing in this leaflet with my other item of promotional material, I can improve the effectiveness of my main method of promotion.

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While I believe that my items of promotional material are sound, clever and capable of helping to increase 2 Funky’s sales and reputation, I also needed to consider the businesses’ available promotions budget and the costs for my methods of advertising. 2 Funky have an advertising budget of about £1,000 so I had to make sure that they can afford to purchase the components and equipment required to create the items of promotional material with quality, and in appropriate quantity. From the results I have obtained from online charts, it would seem that my two chosen items of promotional material are in fact affordable in quite a vast quantity – 2 Funky could afford more than the necessary amount. I have a table which shows the costs for posters made from 170gsm single-sided A4 paper and another for the prices of leaflets made from 130gsm single-sided gloss art A4 paper. I believe these types of paper are the most necessary for each item of promotional material, due to size requirements and information displayed on the advertisements. The leaflets are smaller than the posters, since they are a bonus to go with them, whereas the posters need to be larger and more visible. Both items of promotional material just need to be one-sided as all the information contained is on that one side.

The two tables on the next pages will show information on the prices for different quantities and material version of the two advertising products

The price table below shows the prices for A4 Leaflets printed on one side only in a wide range of colour combinations.

A4 single sided Leaflet prices - our *standard* specifications & quantities

Printed on super smooth 130gsm white Gloss art paper. *Switch to prices for Non-Gloss Paper.*

Quantity	Black Ink	Any Other Colour	Black + 1 Colour	Any 2 Colours	Full Colour
250	£51	£59	£70	£70	£125
500	£59	£68	£76	£78	£135
1000	£64	£72	£80	£85	£165
2000	£86	£95	£104	£107	£185
2500	£94	£99	£120	£128	£195
5000	£138	£150	£170	£180	£225
10000	£210	£220	£270	£285	£395
20000	£315	£325	£346	£357	£595
25000	£397	£408	£436	£455	£630
50000	£697	£710	£633	£657	£990
100000	£1,360	£1,370	£1,214	£1,245	£1,685

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Costs for printing of
A4 single-sided posters

Quant./Weight	170 gsm
10	<u>£36</u>
25	<u>£38</u>
50	<u>£40</u>
100	<u>£45</u>
200	<u>£54</u>
300	<u>£64</u>
400	<u>£76</u>
500	<u>£88</u>
1,000	<u>£169</u>
2,000	<u>£224</u>
3,000	<u>£249</u>
4,000	<u>£286</u>
5,000	<u>£302</u>

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After reviewing the costs on the two tables, I've decided that it would be best for 2 Funky to purchase 2,000 170gsm A4 single-sided posters and 20,000 full colour 130gsm A4 single-sided gloss art paper leaflets. The posters would cost a predicted £224 and the leaflets a predicted £595 – 100 leaflets would be placed next to each poster for people's reading and likely their taking. 2,000 posters would be plenty enough to distribute through the town and outside the town, but in the city. The leaflets would need to be full colour since 2 Funky have set their aims high with the their original mission statement being "To become the no.1 urban retailer in the UK, if not the world" – the greater quality would be worth the extra cost as it would improve the impression given through 2 Funky's advertising. If you add the two costs together, they come to £819, leaving £181 of the businesses' original budget remaining; unfortunately though, there also remains the monthly/annual cost of poster advertising. This could be quite a lot and would likely go above 2 Funky's remaining budget – perhaps significantly over it. The business wishes to build their reputation so they would have to advertise officially; advertising unofficially is a definite no as it is not a reputable action for the business to take. Grim though the thought of these costs is, if 2 Funky were willing to take **risks** then the advertising could pay off well; they would be going above their annual budget, but if they were willing to use their profits – hopefully increased through my method of advertising – to pay for it, then they may eventually see an overall increase in sales and reputation – allowing for a greater budget and greater general success for the business. If the business was running smoothly and safely and truly benefited greatly from my items of promotional material, there may not be further need for them to advertise as many posters or leaflets; keeping advertising costs to a low, and allowing 2 Funky to operate within their annual budget. I believe that using my items of promotional material is quite a large **risk** for 2 Funky, but also it is one that could pay off and greatly improve the store and online service's sales and the whole businesses reputation, allowing for a wider product range, greater promotions and greater online presence & sales.

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GCSE Applied Business

A242 Making Your Mark in Business

Sample 2

		Max Mark	Centre Mark
Task 4	AO1	4	3
	AO2	9	8
	AO3	10	10

Assessment Objective	Comments
AO1	The candidate has given a comprehensive description of the reasons why it is important for the businesses to promote. The inclusion of a greater range of examples would have enabled the candidate to achieve maximum marks.
AO2	The candidate has produced a poster/flyer. It is fit for purpose and is particularly targeted to research outcomes and the target market.
AO3	The candidate has made a coherent and in-depth evaluation of his poster/flyer. He has made an excellent justification of why the promotional material will attract the target market. The types of costs involved have been discussed effectively and coherently.