

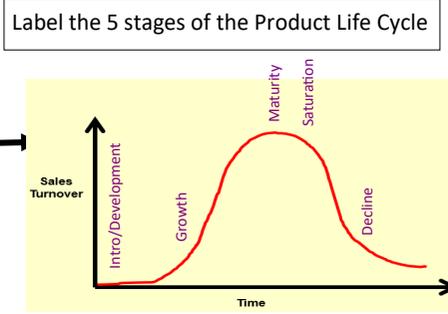
**Start**

What are the 4 Ps?

- Product—what do you sell?
- Price—how much do customers pay?
- Place—how do customers access the product?
- Promotion—how do customers know about the product?

What are the 3 elements of the Design Mix?

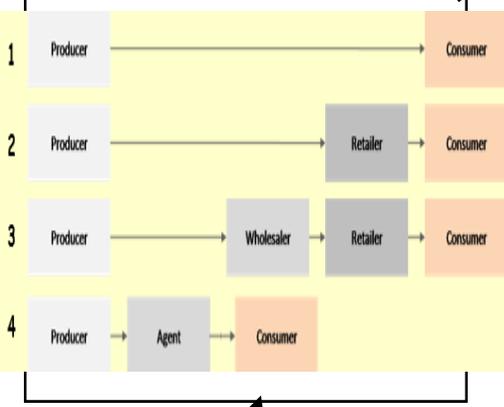
1. Appearance/aesthetics—look like
2. Function—do
3. Cost—cost of manufacturing it



Describe 2 features of products/businesses at each stage of the Product Life Cycle. Consider: Profit, cashflow, marketing, sales, loyalty, extension strategies

<b>Stage 1: Introduction or Development</b>
Product designed and tested, first introduced for sale
<b>Stage 2: Growth</b>
Customers learn about the product, little/no profit, high capital expenditure on marketing, negative cashflow
<b>Stage 3: Maturity</b>
Sales high, customer loyalty, don't need to spend as much on marketing, economies of scale, high profit. May introduce Extension Strategies.
<b>Stage 4: Saturation</b>
Lots of new competition, fewer new sales
<b>Stage 5: Decline</b>
Low sales, negative cashflow, replaced by newer products

Draw out 3 Distribution Channels and state an example for each

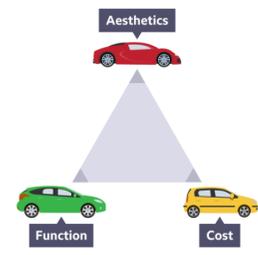


What is E-Commerce?

The buying and selling of goods using the internet

Advantages of E-Commerce	Disadvantages of E-Commerce
<ul style="list-style-type: none"> <li>More convenient for customers</li> <li>No wasted time &amp; money for consumer in travelling &amp; parking</li> <li>Easily compare prices online</li> </ul>	<ul style="list-style-type: none"> <li>Can't touch/feel the product</li> <li>Have to pay delivery</li> <li>Have to wait for product to arrive</li> <li>Returns are harder</li> </ul>

**Finish**



List 3 extension strategies a business might employ

1. Advertising
2. New flavours/colours/versions
3. New packaging

Advertising	Special Offers	Product Trial	Sponsorship	Public Relations
<b>Pro</b> Impact Grabs attention	<b>Pro</b> Boost short term sales De-stock	<b>Pro</b> Convincing	<b>Pro</b> Good exposure Show you to be ethical	<b>Pro</b> Develops customer connection
<b>Con</b> Very expensive Hard to measure the success	<b>Con</b> Not sustainable in longterm	<b>Con</b> Labour needed is costly & time consuming	<b>Con</b> Communicates nothing about the product	<b>Con</b> Bad publicity can be damaging Brand awareness takes time

Give 2 examples of each of the following Promotional Methods:

- Advertising: TV Adverts, Point of Sale Displays
- Special Offers: Buy one get one free, prizes
- Product Trial: Free samples, product testing
- Sponsorship: Sports teams, festival, charitable causes
- Public Relations: Launch party, press release/conference, viral marketing

Describe the following Pricing Strategies

- Penetration: Low price initially to gain attention
- Premium: Pricing high at all times to maintain brand
- Skimming: Pricing high initially, then drops as more competitors enter
- Economy: budget pricing at all times

Key word	Definition
Marketing mix	The four 'P's of marketing, which are product, price, promotion and place
Aesthetics	The visual attractiveness of something
Viable	Capable of working or succeeding
Product portfolio	The range of goods and services offered by any one business
Economies of scale	A situation where average costs (of production, distribution and sales, for example) falls as business increases the amount of product that it produces, distributes and sells
Maximise	Increase to the greatest possible amount or make the most of something
Unique Selling Point (USP)	Something that makes a product stand out from its competitors
Mass market	A large market where customers have similar needs and characteristics
Generic	A characteristic relating to an entire group, not specific
Niche market	A small market where customers have very specific needs or characteristics
Discontinued	No longer produced or sold
Emotive language	Language intended to affect people at an emotional level, usually using adjective such as crazy, cutting-edge or cool
Medium	The way in which something is communicated (media the plural of medium)
Sales promotion	A short-term special offer, usually in form of a discount, used by a business to attract customers to buy a product or service
Stock	The products held by a business in a shop or warehouse for sale to customers
Pressure group	A group of people who join together to try to influence government policy or business policy for a particular cause

Key word	Definition
Viral marketing	Advertising using social networking to increase sales of boost brand awareness
E-commerce	Using the internet to carry out business transactions
M-commerce	Using mobile technologies, such as smartphones and tablets, to carry out business transactions
Retailing	Selling products or services to customers – in this case, in a physical shop
E-tailing	Retailing to customers through the internet, such a through an e-commerce website
Markup	The amount of money added to the cost price of a product or service to make the final retail price
Third-party platform	An e-commerce website or service that is run by an unrelated business
Integrated marketing mix	A marketing mix that has a theme with the elements all supporting each other
Patent	A legal protection of an invention, design or idea, meaning that it is illegal for another company to copy it
Market Map	Is the process of using a graph to plot competitors and their products to understand competitor behaviour and spot a gap in the <b>market</b> . It also allows a business to see who their competition will be and what other products and services are available in the same sector .

Lesson Sequence
Design mix and Product Life Cycle
Pricing Strategies and
Place
Making Decisions