



## Colbourne College

### UNIT 17 Marketing Intelligence

**In fulfillment of BTEC L5 Diploma in Business awarded by Pearson Edexcel, UK**

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#### **Assignment One: Value 30%**

- 1) One (1) Research Proposal ( 750 Words – Individual Assignment)
- 2) One (1) Business Report (2, 000 – 2,500 Words – Individual Assignment)

#### **Assignment Two: Value 10%**

One (1) 15 Minutes Oral Presentation – (Group Assignment)

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### **CASE:**

You are a Senior Partner in a Business Consultant Firm (your company name). Your firm analyzes existing and start-up businesses, creates solutions to problems, and helps small businesses to develop efficient plans for meeting their goals. (More details will be required on the firm). The Firm is hired by a group of small investors (private partners) purchasing an existing small business enterprise (provide name and details of the business acquiring).

**Research Question:** *“What are the nature, performance and potential of the small business enterprise you are acquiring”?*

### **Instructions:**

Having acquired the new business you will prepare a Marketing Intelligence Report for the investors who have very limited marketing knowledge. The Report will combine research, analysis, solution and produce relevant information to enable the investors to clearly understand the “purchase decision-making process and how marketing research techniques are used to contribute to the development of marketing plans” and “the nature, performance and potential of the small business acquiring” through application of the relevant research tools and models.

#### **Objectives of the Marketing Intelligence Report assignment:**

##### **The Marketing Report enables and encourages the students’ to;**

- ❖ To save time and money - minimize investment risks and determine what it will cost to run the business and how you will cover your costs.
- ❖ To develop the skills needed to assess trends and carry out competitor analysis.
- ❖ To learn more about the needs of the business and its stakeholders and how best to meet these needs.
- ❖ To learn where and how to sell the product and/or service
- ❖ To learn where and how to produce and distribute the product and/or service
- ❖ To optimize returns on investments.
- ❖ To consider customer relationship management and how to assess levels of customer satisfaction

*How to organize the Report: Specific areas to be addressed through research are below on page 2;*

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## BTEC L4 - L5 Diploma in Business

### TERM PAPER 1: UNIT SEVENTEEN *Marketing Intelligence (15)*

Learning outcomes On successful completion of this unit you will:	Assessment Criteria:	Page Number	Marker PASS/Review
LO1 Understand buyer behaviour and the purchase decision making process	1.1 describe the main stages of the purchase decision-making process		
	1.2 explain theories of buyer behaviour in terms of individuals and markets		
	1.3 explain the factors that affect buyer behaviour		
	1.4 evaluate the relationship between brand loyalty, corporate image and repeat purchasing		
LO2 Be able to use marketing research techniques	2.1 evaluate different types of market research techniques		
	2.2 use sources of secondary data to achieve marketing research objectives		
	2.3 assess the validity and reliability of market research findings		
	2.4 prepare a marketing research plan to obtain information in a given situation		
LO3 Be able to assess market size and future demand	3.1 assess market size trends within a given market		
	3.2 plan and carry out a competitor analysis for a given organisation		
	3.3 evaluate an organisation's opportunities and threats for a given product or service		
LO4 Be able to measure customer satisfaction	4.1 evaluate techniques of assessing customer response		
	4.2 design and complete a customer satisfaction survey		
	4.3 review the success of a completed survey.		

**STUDENT'S NAME:**

**MARKER'S NAME:**

**STUDENT ID #:**

**MARKER's ID:**

Student Signature \_\_\_\_\_

Marker's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

*By signing and submitting this form the student confirms this assignment is his/her authentic work.*

## ASSIGNMENT TWO (2): Business Presentation (Viva Voce) - Group

- a. Describe how data was gathered and research outcomes achieved.
- b. Defend your recommendations.
- c. Discuss own role and participation to the group to achieve the outcome.
- d. You must use suitable presentation techniques.
- e. Use suitable software and techniques to disseminate information effectively.
- f. Organise your attire, staging and equipment to suit your delivery methods and needs.
- g. Submit the written outline of the oral presentation.

Organize the **oral presentation** into the following sections:

### Attire and Format



Dress Smart. Keep Smiling. Be Confident. Speak confidently. Keep eye contact with the different sections of your audience. Don't Read. Discuss.

Know your product. Discuss your product with enthusiasm and passion. Moderate your voice projection. Engage the audience in the discussion by asking questions.

"The basic format of your presentation should follow the "Tell them what you're going to tell them," "Tell them," and "Tell them what you told them" format. This includes an overview, the presentation and a recap."

**Pop Quiz:** To get attendees to buy into your message, administer a "pop quiz," asking them questions about the product, the pricing, the competition, the target customer and other topics you'll cover in your presentation. Tailor the questions so that the attendees give you the information you will soon be presenting, creating a stronger belief in what you're selling.

**Present Research:** Don't ask attendees to rely on your word or opinion. Use statistical data and research to introduce objectivity to your presentation. Visit the websites of trade associations in the industry or profession that serves your client, customer or your business, if you are making an in-house presentation. Find research reports that provide market trends, consumer preference or demographic shifts, sales numbers and other data. Provide historical data from the customer or your company to give an overview of its sales trends.

**Use Visuals:** Don't rely on the spoken word or simple text on an overhead or chalkboard. Use photos of the product alongside competitors' to let attendees see the differences. Use graphs to show sales growth or decline across specific time periods. List the various media you are recommending be used for advertising and those that won't be chosen and use bar charts to compare readers and costs. Show pictures of the magazines and websites you're recommending. Always have product samples in the room, if possible.

**Create Mock-Ups:** Let attendees see samples of the ads, brochures, direct mail pieces, websites banners and billboards you plan to use. Let them see your application of the consistent brand and benefits messages. Explain why you chose the typography you did and the graphics you used."

Marketing Presentation Ideas (Samuels D, n.d), Retrieved from <http://smallbusiness.chron.com/marketing-presentation-ideas-43086.html>