

For students doing the topic: Establishing a business: **Marketing**

CRITERIA	P1	P2	P3	TOTAL
description of the business - Type of business - Nature of business, that is industry type - Objectives/mission statement <i>(any TWO, 1 mark; all THREE 2 marks)</i>	2			2
organization of the marketing department - <u>Identify</u> and <u>describe</u> organizational structure of the marketing department with the aid of a diagram <i>(2 marks)</i> - Describe the roles/functions of personnel in the marketing department <i>(3 marks)</i>	4			4
market research - Target population (qualitative and quantitative) - Price - Competitors - Substitutes - Sales forecast (assess/describe) - Research method Discuss any three <i>(2 marks each)</i>		6		6
product (branding and packaging) - Describe branding and/or packaging relating to the product (use examples)		4		4
pricing - Describe and justify the pricing strategy used <i>(1 mark each)</i>		2		2
place (distribution channels) - <u>Describe</u> and <u>justify</u> the distribution channels used <i>(2 marks)</i> - Limitations of these channels <i>(1 mark)</i> - Other suitable alternatives <i>(1 mark)</i>		4		4
promotion mix - <u>Describe</u> and <u>justify</u> the various promotional strategies used by the business (advertising, sales promotion, after sales services, public relations, personal selling, promotional pricing) Any <u>two</u> <i>(2 marks each)</i>		4		4

Sba Guidelines For Pob

Shasha Hu



Sba Guidelines For Pob:

Sba Guidelines For Pob Book Review: Unveiling the Magic of Language

In an electronic digital era where connections and knowledge reign supreme, the enchanting power of language has become much more apparent than ever. Its power to stir emotions, provoke thought, and instigate transformation is really remarkable. This extraordinary book, aptly titled "**Sba Guidelines For Pob**," compiled by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound impact on our existence. Throughout this critique, we will delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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