

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

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