

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

Ying Liu



Sba Guidelines For Pob:

Reviewing **Sba Guidelines For Pob**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is actually astonishing. Within the pages of "**Sba Guidelines For Pob**," an enthralling opus penned by a very acclaimed wordsmith, readers set about an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve in to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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