

# Worksheet 29

Unit 37 Pg 155-160

Market Planning

Unit 30 Key Terms

## GCSE Business Studies (Y11)

PLEASE ANSWER THE QUESTIONS BELOW IN THE SPACES PROVIDED!

Identify the key differences between internal and external information (2 marks)

Describe your understanding of the term 'market analysis' (3 marks)

What is segmentation? Why do Businesses identify different market segments? (5 marks)

Imagine you are the Head of a Movie Studio responsible for producing some of the most famous movies of recent years! Name famous films produced for each of the segments below (1 mark for each)..

AGE:

Child;                      Teens;                      Adult;

GENDER:              Male;                      Female;

Name Magazines / Newspapers produced for the following segments (1 mark for each)

RACE/RELIGION:              Asian;                      Afro/Caribbean:

GEOGRAPHY: Cities in South-East UK;              London;

Name 5 examples of magazines and who their target segment is below (1 mark for each)...

Describe how segmentation can occur based on education and income (4 marks)

Draw a min product life-cycle in the box below and label the 4 main stages. Can you think of a product that fits this model and explain how overleaf? (8 marks)

Market Planning: Involves finding out as much about your market as you can and then planning marketing timing and spending accordingly

Market Segments: Dividing the market up into separate parts according to factors such as age, gender and income.

Product Life Cycle: The stages of sales through which a product passes

Socio-Economic Groups: Segments based on the occupations and income of a person. The level of education that a person has held will also be used.

SWOT Analysis: An Analysis of the internal strengths and weaknesses of a business and of the external opportunities and threats

What went well:

Improvements to make:

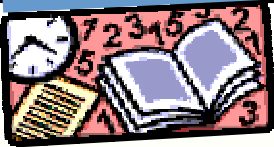
Handy Hint

Postcards are extremely important to businesses who want to target a particular geographical area. The first two letters of the postcard are your town, the number then gives the area within the town, the following numbers and letters are your area and street. Businesses can therefore be very accurate if they want to target an area.

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PRODUCT LIFE-CYCLE CONTINUED...

**HOMEWORK BOX:** A SWOT analysis is a method used by Businesses to look at internal and external factors that effect it's position. SWOT stands for S = Strengths, W = Weaknesses, O = Opportunities and T = Threats. Can you complete a SWOT analysis of yourself in relation to your studies in school / college in the space below...

STRENGTHS:

WEAKNESSES:

OPPORTUNITIES:

THREATS:

Things to remember

(Revision)

1. Market planning takes information from all parts of the market before making marketing decisions
2. Businesses can collect both internal and external information
3. Market analysis involves looking in detail at the structure of a market
4. Markets are segmented, or divided, in a number of ways
5. Products have a natural 'life cycle'
6. Market planning needs to reflect the stage that a product has reached in its life cycle
7. SWOT analysis can be used to analyse market position

Your Target Grade / Grade for this Worksheet / Last Exam Grade:

How much did you score on your Mini-test?

How am I going to improve?:

Need extra help?  
Business Club—Mr Edwards B1 (Thursdays after school) AND Mr Coakley B3 (Mondays after school)

Business & Economics Website—  
<http://www.ebitnow.com>

Everything you could possibly need! (News Articles, Blog, Assignments, Email your Teachers, Important Dates, Announcements, Useful Links, Competitions)

Don't forget! You can enter our weekly competition leading to prizes on [www.ebitnow.com](http://www.ebitnow.com) (Click on Competitions)

Britain has around 30 newspapers that are national to England, Scotland and Wales. They fall into two main groups. Broadsheets are papers such as *the Guardian*, *Independent*. Tabloids are the easier to handle such as *the sun & the Mirror*