

Research

Candidate A

An evaluation of Waterstone's marketing mix

Research

Source One - Company Website - Waterstones.com

I used the company website to gather information about Waterstone's prices and products.

[The information is accurate as it comes directly from the company itself.]

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Source Two - The Guardian

I used an online article to gather information about Waterstones. This article is easily available as it already exists and is [cost-effective as it is free to access online.] A benefit of using The Guardian is that it is an external organisation and isn't affiliated with Waterstones in any way so it's more likely to be objective.

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Source Three - Competitors Website - Foyles.co.uk

[Using a competitor's website allowed me to compare the prices] of Waterstones products to another company that sells similar products. Because the prices are only numbers, they will be objective.

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Source Four - Visit to Waterstones

I visited a branch of the company in my local area to observe the store's layout, how they market their products and to see how their staff communicate with customers. This was helpful as the information I gathered is appropriate as it is designed to help me assess Waterstones marketing mix. [the information was gathered by me in January so it is also up-to-date.]

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Candidate B

The effectiveness of Marks & Spencer's extended marketing mix

| Research | | | |
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| Sources of Information | Purpose | Value 1 | Value 2 |
| Company Website (appendix 1) | This allowed me to gather primary information on the extended marketing of Marks & Spencer. | [This source was reliable and accurate as the information is being constantly updated as it was last updated on 2 nd February 2022] | However, by using the company's website, the information could be extremely biased. |
| Survey (appendix 2) | This is a collection of data asking the public 12 questions relating to a variety of aspects to the businesses extended marketing mix. | [This is useful as it allows me to see the public's current view of the extended marketing mix of Marks & Spencer. This also means the data collected is accurate and up-to-date.] | Using this method I have been able to gather a variety of different views and opinions by the public of different ages and genders. However a disadvantage of using a survey is that customers may not feel obligated to fill out the questionnaire. |
| Competitor's Website | The third source I used was the | [The information I gathered is relevant | The information on Next is easily |

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| (appendix 3) | website of Next (see appendix 3) which was one of M&S main competitors. | as I compare the effectiveness of Next marketing mix compared to M&S | accessible and the information can be found 24/7 and is also updated frequently. |
| Store observation of M&S | A store observation has allowed me to gather knowledge about M&S directly from the staff. | This observation was very useful as I was gaining first-hand information on how M&S run their stores and manage their pricing strategies. | I was able to question staff to find out more about the extended marketing mix of their store that I wouldn't have been able to find out for myself. |

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Candidate C

The effectiveness of the extended marketing mix of Greggs

| <u>Research</u> | | | |
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| Source of Information | Purpose | Value 1 | Value 2 |
| Company Website (see appendix 1) | This allowed me to collect information on the extended marketing mix of Greggs | This information was very quick and easy to access and also came directly from the organisations own website. | However this information may be bias as the organisation will only provide information which makes them look good. |
| Questionnaire (see appendix 2) | This allowed me to collect customer's opinions on the extended marketing mix of Greggs. | This meant that the information gathered was relevant to the organisation as was gathered for a specific purpose to research the extended marketing mix of Greggs. | However this information may be very time consuming to gather and analyse due to the time constraints of my report. |
| Trust Pilot (see appendix 3) | This allowed me to gather and analyse | This information is from customers | However information can be |

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| | <p>customer's opinions on certain areas of Greggs</p> | <p>which ^{Value} has been released recently (see appendix 3) so it means that it is up-to-date eg 17 and 22 January ^{Exp} 2022.]</p> | <p>^{Value} unreliable as some customers may not be serious about ^{Exp} their review] and also different customers will have different opinions or views on the organisation.</p> |
| <p>The Guardian (Article) (see appendix 4)</p> | <p>Using this article highlights the price rising due to bigger sales which highlights problems may occur.</p> | <p>[The Guardian provides accurate ^{Value} information and is a very trustworthy and unbiased ^{Exp} website.]</p> | <p>However this ^{Value} information was out of date as the article was published on 5 October 2021 which may mean things have been alterea ^{Exp} since then.]</p> |

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