

Commentary on candidate evidence

The candidate evidence has achieved the following marks for each question of this assignment.

Candidate A

Findings, Analysis and Interpretation

Title – the marketing mix of Benny T's

The candidate was awarded **12/12 marks** for this section.

- ◆ 'From looking at Benny T's prices and the Land and Seas prices I found out that Benny T's prices are lower than the Land and Seas prices' **(1 mark – Finding)**
- ◆ 'This means that people may be more likely to come to Benny T's instead of Land and Sea because they have cheaper prices' **(1 mark – Analysis)**
- ◆ 'This would impact the business positively because their reputation could increase because people may know them as the cheaper business' **(1 mark – Analysis)**
- ◆ 'From looking at their website I found out they didn't have sales or memberships' **(1 mark – Finding)**
- ◆ 'This means that people that people have no other option to get lower price so if a competitor did put a sale on it could harm the business by reducing sales' **(1 mark – Analysis)**
- ◆ 'This could negatively affect the business because if a competitor made a membership card then people who are regulars may change to a different chip shop and so lowering Benny T's sales' **(Repeat of lower sales – would have been Analysis)**
- ◆ 'From looking at reviews of Benny T's I found out that the waiting times could be quite bad' **(1 mark – Finding)**
- ◆ 'This means that to wait longer for their chips and so they may leave and go to a different shop which is faster' **(1 mark – Analysis)**
- ◆ 'This could' negatively affect the business because it could worsen your reputation' **(1 mark – Analysis, worsen reputation is different from previous point, and is qualified)**
- ◆ 'because people will know them as the chip shop that takes a long time' **(0 marks – weak development)**
- ◆ 'From doing a mystery shop I found out that their location was in a good location because it was next to a school and quite close the high street' **(1 mark – Finding)**
- ◆ 'This means that there may be a costumers because of their location'. **(0 marks – weak analysis)**
- ◆ 'This could positively affect the business because people may go to this shop instead of a similar shop like Golden Bird because it is easier to access' **(1 mark – Analysis)**
- ◆ and also has free parking **(1 mark – Finding)**
- ◆ 'while golden bird has no parking for its shop so you have to use B&M's parking which if you stay at it for more than 2 hours you have to pay' **(0 marks – finding related to competitors)**

- ◆ 'From looking at a form about Benny T's I found out that it is mediocre chip shop with no one loving or hating it' **(1 mark – Finding)**
- ◆ 'This means that people would be OK eating there' **(0 marks – weak analysis)**
- ◆ 'and would give it OK reviews' **(Full marks have already been awarded – would have been Analysis)**
- ◆ 'this will impact the business positively because people will know them as a good or alright chip shop so wouldn't mind eating there' **(Repeat of mediocre chip shop – would have been Finding)**
- ◆ 'Thus making their reputation better as less people are making negative' **(Repeat of giving it OK reviews – would have been Analysis)**

Conclusion(s)/Recommendation(s)

Title– the marketing mix of Benny T's

The candidate was awarded **6/6 marks** for this section.

- ◆ 'Benny T's currently does not have a membership and doesn't do sales, I would recommend that they make a membership or put sales on certain days' **(1 mark – Linked Recommendation)**
- ◆ 'This may stop loyal customers from going to a different chip shop' **(1 mark – Development of linked recommendation)**
- ◆ 'Benny T's currently has more expensive products. I would recommend they make the prices lower or the same as their competitors' prices' **(1 mark – Linked Recommendation)**
- ◆ 'By doing this people may come to your chip shop instead of someone else's' **(1 mark – Development of linked recommendation)**
- ◆ 'Benny T's currently isn't loved or hated by most people. I would recommend that they try and make changes so that more people like it and try increase their reputation in the process' **(0 marks – too vague to be a linked recommendation, what changes should be made?)**
- ◆ 'Benny T's currently in a good location. I would recommend that they stay in their current location because they have a variety of customers eg school kids, people leaving the town and people from Falkirk' **(1 mark – Linked Recommendation)**
- ◆ 'Benny T's currently has a reputation for having quite a long waiting time. I would recommend that they try and fix this by hiring more people at times when they are most busy' **(1 mark – Linked Recommendation)**

Candidate B

Findings, Analysis and Interpretation

Title – the customer service of Wellbread

The candidate was awarded **12/12 marks** for this section.

- ◆ 'In my survey (Appendix 5) I asked, 'what would you say the customer service is like at Wellbread'. I found that 14 out of 20 people said the customer service was good' **(1 mark – Finding)**
- ◆ 'This shows that most people are satisfied with Wellbread customer service' **(Repeat – would have been Finding, but no additional value has been added to the finding in the bullet point above)**
- ◆ 'which will increase customer loyalty' **(1 mark – Analysis)**
- ◆ 'A further question I asked in my survey (appendix 6) was how you would rate the customer service of Wellbread. I found out that on average the rating for Wellbread was 5.71' **(1 mark – Finding)**
- ◆ 'This highlights that customers rate the business customer service as average' **(Repeat – would have been Finding, but no additional value has been added to the finding in the bullet point above)**
- ◆ 'which means although some customers are happy' **(Repeat – would have been Finding, but no additional value has been added to the finding in the bullet point above)**
- ◆ 'there's room for improvement' **(0 marks – vague recommendation)**
- ◆ 'This shows a steady level of customer satisfaction' **(Repeat – would have been Finding, but no additional value has been added to the finding in the bullet point above)**
- ◆ Graph – 'do you feel the staff are well mannered – Yes 10 No 8' **(1 mark – Finding)**
- ◆ 'I also asked in my survey 'do you feel the staff are well mannered?' I found out 10 out of 18 people think the staff are well mannered **(Repeat – would have been Finding if information had not already been shown in the graph)**

Note that throughout this assignment the candidate has used both a graph and text to show their findings. In this particular assignment the text findings are shown as 'repeat' because all the necessary information can be read from the graph. However, if the graph did not have a title, data labels and an easily distinguishable legend, or was difficult to read due to black and white scanning, the finding mark could not be allocated to the graph and would need to be allocated to the written finding. It is therefore good practice, if candidates use graphs, to repeat the graphical findings in text format.

- ◆ 'This shows that the business has recruited good caliber staff' **(1 mark – Analysis)**
- ◆ 'and trained them well'. **(1 mark – Development of analysis)**
- ◆ 'This enhances the reputation of the business' **(Max - would have been Development of analysis if 2 marks had not already been awarded from one finding)**
- ◆ Graph – 'have you ever had a bad experience here Yes 8 No 11' **(1 mark – Finding)**

- ◆ 'I also asked in my survey 'have you ever had a bad experience here' 11 out of 19 people said they have never had a bad experience' **(Repeat – would have been Finding if information had not already been shown in the graph)**
- ◆ 'This shows that sometimes Wellbread's customer service is not always up to par' **(0 marks – vague analysis)**
- ◆ 'This might make people avoid Wellbread' **(1 mark – Analysis)**
- ◆ 'and lead to potential loss of sales' **(1 mark – Development of analysis)**
- ◆ 'and fall in market share' **(Max - would have been Development of analysis if 2 marks had not already been awarded from one finding)**
- ◆ Graph 'would you come back to Wellbread Yes 13 No 6' **(1 mark – Finding)**
- ◆ 'A question I asked in my survey 'was would you come back to Wellbread' 13 out of 19 said they would return' **(Repeat – would have been Finding if information had not already been shown in the graph)**
- ◆ 'This shows that most people would return but there's still room for improvement' **(0 marks – vague analysis, what improvement?)**
- ◆ 'and this makes the business look good' **(0 marks – vague analysis, looking good how?)**
- ◆ 'due to loyal customers' **(Repeat of customer loyalty from first finding – would have been Analysis)**
- ◆ Graphic 'what you would rate Wellbread compared to other Linlithgow businesses. 4.89 average rating out of 18 responses' **(1 Mark – finding)**
- ◆ 'I put out a star rating question in my survey asking 'what you would rate Wellbread compared to other Linlithgow businesses' the rating was 4.89 out of 10' **(Repeat – would have been Finding if information had not already been shown in the graphic)**
- ◆ 'this shows that Wellbread is a below average business' **(Repeat – would have been Finding, but no additional value has been added to the finding in the bullet point above)**
- ◆ 'This will not attract new customers' **(1 mark – Analysis)**
- ◆ 'and can lead to low sales' **(Repeat of potential loss of sales from previous finding – would have been Analysis)**
- ◆ 'and profit' **(Full marks have already been awarded – would have been Analysis)**
- ◆ 'Website - Wellbread has its menu on their website' **(Max - would have been Finding if 6 marks had not already been awarded for Findings. Full marks have already been awarded – would have been Finding)**
- ◆ 'the main products being hotdogs Panini's hot drinks and other sandwiches' **(Max - would have been Finding if 6 marks had not already been awarded for Findings. Full marks have already been awarded – would have been Finding)**

Conclusion(s)/Recommendation(s)

Title – the customer service of Wellbread

The candidate was awarded **2/6 marks** for this section.

- ◆ 'From my survey it can be seen that overall customers were happy with the service that they received at Wellbread' **(1 mark – Linked Conclusion, stated that the finding comes from the survey)**
- ◆ 'They should continue providing high level customer service to customers. So that the business can generate more sales and profit' **(0 marks – justified recommendation, vague - what should they do to ensure that the customer service stays high?)**
- ◆ 'In conclusion Wellbread has an average of 4.89 star rating from my survey and that's below average' **(1 mark – Linked Conclusion)**
- ◆ 'Wellbread could introduce a loyalty scheme for example for every time you buy a hot drink you get a sticker and when you have enough you get a free hot drink. This will lead to customer loyalty and increase market share' **(0 marks – new information, loyalty schemes not previously mentioned)**
- ◆ 'I recommend that the business looks at the problems and try to improve quality of food by getting better quality raw ingredients this will improve customer satisfaction' **(0 marks – new information, quality not previously mentioned)**

Candidate C

Findings, Analysis and Interpretation

Title – the customer satisfaction at Morrison's, Bathgate

The candidate was awarded **5/12 marks** for this section.

- ◆ 'TripAdvisor (see appendix 3) showed that 60% of the people were satisfied with the shopping at Morrison's' **(1 mark – Finding)**
- ◆ 'This means at 40% were not satisfied with Morrison's' **(Flip repeat of 60% in bullet point above – would have been Finding)**
- ◆ 'This means that Morrison's are not keeping the customer satisfied' **(Repeat – would have been Finding, but no additional value has been added to the finding in the bullet point above)**
- ◆ 'and they may end up shopping elsewhere' **(1 mark – Analysis)**
- ◆ 'I done a survey (see appendix 4) and 70% of the people said they were pleased with customer satisfaction of Morrison's' **(1 mark - Finding)**
- ◆ 'This could be because the staff are poorly trained' **(1 mark – Analysis, 30% not happy)**
- ◆ 'or it might be because the products that the business sells are not high quality and a cheaply made' **(1 mark – Analysis)**
- ◆ 'This may cause customers to go to other competitor shops' **(Repeat of they may end up shopping elsewhere from first finding – would have been Analysis)**
- ◆ 'which means Morrison's will lose out on sales' **(Max - would have been Development of analysis if 2 marks had not already been awarded from one finding)**

Conclusion(s)/Recommendation(s)

Title – the customer satisfaction at Morrison's, Bathgate

The candidate was awarded **4/6 marks** for this section.

- ◆ 'I have found out that the majority of people are happy with the company but there still a lot of people that are not happy. My survey results show that 30% of people were not happy with Morrison's level of customer satisfaction' **(1 mark – Linked Conclusion)**
- ◆ 'I think that Morrison should sell better higher quality product so that customers are happier with the business' **(1 mark – Justified Recommendation)**
- ◆ 'This will increase the amount of repeat customers that Morrison's will get' **(1 mark - Development of recommendation)**
- ◆ 'which will increase sales' **(1 Mark - further Development of recommendation)**
- ◆ 'I also think I should train their customers better so that we can interact with customers better' **(0 marks – Morrisons cannot train their customers)**
- ◆ 'this way the customers will be happy with the shopping at Morrison's' **(0 marks - development of incorrect recommendation)**
- ◆ 'and they may tell other people about the shop' **(0 marks – development of incorrect recommendation)**
- ◆ 'and then this will increase their sales' **(0 marks – development of incorrect recommendation)**
- ◆ 'which will also increase of profits' **(0 marks – development of incorrect recommendation)**
- ◆ 'I recommend that they also introduced a loyalty system so that the more time a customer shop at the business the more discounts of money they will earn' **(0 marks – new information, no mention of promotions in analysis)**
- ◆ 'This will encourage customers to shop more regularly' **(0 marks – no development on new information, no mention of promotions in analysis)**
- ◆ 'This will mean the business will get more sales' **(0 marks – no development on new information – no mention of promotions in analysis)**