Commentary on candidate evidence

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

Research Methods and Sources

Candidate A

Title – the marketing mix used by Catch Fish & Chips
The candidate was awarded **6/6 marks** for this section.

Using a table for this section is acceptable. By using a table to display the information, a candidate can clearly show a reason for choosing each source and give an explained value for each source.

- ♦ 'For my field research I chose a survey' **(0 marks – no purpose)**
- ♦ 'This gave me non-biased' **(1 'List' mark – Value)**
- ♦ 'and reliable information' **(Repeat - reliable is used in next source)**
- ♦ 'about Catch from the customer's point of view' **(0 marks – not a clear purpose)**
- ♦ 'It allowed me to gather information that was specific to my needs' **(Max – would have been List if 1 mark had not already been awarded for unexplained values)**
- ♦ 'I was able to target people in the local area that have been to Catch' **(Max – would have been List if 1 mark had not already been awarded for unexplained values)**
- ♦ 'I used Catch's website because it contains information on the products and the pricing strategy used by Catch' **(1 mark – Purpose)**
- ♦ 'The information may not be reliable as I could not find a date when the website was last updated' **(1 mark – Explained Value)**
- ♦ 'I used Tripadvisor to get unbiased' **(Repeat of 'non-biased' in second bullet point)**
- ♦ 'customer reviews' **(1 mark – Purpose)**
- ♦ 'It is reliable as the business don't have a say of what reviews go up on the website' **(1 mark – Explained Value)**
- ♦ 'However anyone could leave a review so then the business could leave fake reviews' **(1 mark – Explained Value)**
- ♦ 'It allows me to see the location of Catch and the locations of their competitors' (Max - would have been Purpose if 3 marks had not already been awarded for Purpose)
- ♦ 'and allows me to look at unbiased reviews' **(Repeat of 'non-biased' in second bullet point)**
- ♦ It is reliable' **(Repeat of 'reliable' in eight bullet point)**
- ♦ 'as it is unbiased' **(Repeat of 'non-biased' in second bullet point)**
- ♦ 'and also updated every 1 to 3 years' **(Max – would have been List if 1 mark had not already been awarded for unexplained values)**
- ♦ 'It allows me to see the menu at BRGR and compare the products and process between Catch and BRGR' **(Full marks have been awarded – would have been Purpose)**
- ♦ 'It is reliable as it is up to date with the latest BRGR menu' **(Full marks have already been awarded – would have been Explained Value)**

Candidate B

Title – the success of Lavemill Larder's existing marketing measures in creating customer awareness.

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

♦ 'The first source I have used is Lavemill Larders website. From this I hoped to find the benefits of their loyalty card' **(1 mark – Purpose)**

♦ 'This is secondary information. The benefit of this information is that it is valid due to the information being posted on the' **(0 marks – would have been Value, however the sentence is not complete and 'valid' not enough for a List mark. Why is it valid?)**

♦ 'The second source I have used is Lavemill Larders Facebook page. From this I hoped to find out how much interaction they are receiving' **(1 mark – Purpose)**

♦ 'This secondary information. This is useful as not only the business can post on their Facebook page but also the public can add comments about the business' **(1 mark – Explained Value, useful due to the type of information that is gathered)**

♦ 'The third source I have used is a Microsoft forms survey. I created this survey to find out how people found out about Lavemill Larder' **(1 mark – Purpose)**

♦ 'This is primary information as I personally created and sent out the survey' **(0 marks – description of primary information rather than a value)**

♦ 'I sent the survey out to family and friends, and this were useful as I got direct information that I needed for my report' **(1 mark – Explained Value, useful due to getting information specifically required)**

♦ 'The final source I have used is a visiting speaker. Ainsley Hunter a worker for Lavemill Larder visited and spoke about marketing measures they have in place' **(Max - would have been Purpose if 3 marks had not already been awarded for Purpose)**

♦ 'This is primary information as the speaker came in. This was useful as you could ask Ainsley Hunter specific questions needed for my report' **(1 mark – Explained Value)**

♦ 'It also up to date due to her visiting on the 17th January 2022' **(Full marks have already been awarded – would have been Explained Value)**

Candidate C

Title – the marketing mix of Mackie's ice cream

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

Sorce 1-

♦ 'Using this type of research helps to show everyone's opinions on this company by answering a few questions. This also helps to show the feedback arid what they could improve on or fix' **(1 mark – Purpose)**

♦ 'These answers could help to make important decisions for their company. Surveys provide important data for further research. And what is good about them is that most of them are anonymous so you can be honest about your opinion' **(1 mark – Explained Value)**

Sorce 2-

♦ 'According to a 52-week study by Kantar Worldpanel, demand for premium ice cream grew significantly in 2020, an increase of 17.5%. And Mackie's has seen a 37% growth in sales. The three owners of Mackie's are Mac and Kirstin (sisters). £3.00 is the average price for a 1 litre tub of ice cream but £4.00 for a 2 litre tub. Mackie's did form with a potato farmer to make crisps which made the brand much bigger as they had other options of snacks' **(0 marks – this is all findings and analysis. It is not clear if these findings all come from the same source. There is no mark for Purpose as it is not clear what the source is)**

Sorce 3-

♦ 'Doing this type of research helps me to see how everyone sees the company, my background research helps me know about the company and about the marketing mix. The benefits of this we know what the company is trying to do with their products and how it comes out. My secondary research helps me to know what questions to ask people and what answers I would normally get' **(0 marks – no source has been stated)**