

Candidate A evidence – marked as 2025

The Background Information section below has been marked using the marking instructions that were valid in 2025.

Para 1	<p><u>Background Information</u></p> <p>The purpose of this assignment is to research the marketing mix of Greggs</p> 	1Pu
Para 2	<p>Greggs was founded by John Gregg in 1939 in Tyneside Newcastle. Greggs sell a handful of products such as sausage rolls, Steak Bakes and cakes. Greggs operate in the private sector and the tertiary sector.</p>	1E, 1L 1P, FM-P, Max-P FM-S, FM-S
		4/4

Candidate A evidence – marked using marking instructions valid from 2026 onwards

The Background Information section below is the same excerpt as above but it has been marked using the marking instructions that will be valid from 2026 onwards. Some of the annotations have changed, although the final mark remains the same. Only the first 4 marks have been given annotations. See the commentary for any additional marks that could have been awarded.

Background Information

Para 1

The purpose of this assignment is to research the marketing mix of Greggs



1Pu

Para 2

Greggs was founded by John Gregg in 1939 in Tyneside Newcastle. Greggs sell a handful of products such as sausage rolls, Steak Bakes and cakes. Greggs operate in the private sector and the tertiary sector.

1E, 1L

1P

4/4

Candidate B evidence – marked as 2025

The Background Information section below has been marked using the marking instructions that were valid in 2025.

National 5 Business Assignment - Studio Four

National 5 Business Assignment - Studio Four

Background information

Para 1

The organisation I have chosen is studio four hair and beauty.

[The purpose is investigating ways to improve elements of the marketing mix of studio four. [they are a hairdresser] and [beauty salon] that provides lots of different services.

1Pu, 1P, 1P

Para 2

Studio four is a [private limited company] that [opened in august 2022, [it is at unit 3 rowan court, cookston road portlethen, AB124NW] and it is owned by emma hall.]
studio four is [closed on a sunday and monday, open 9:30 to 15:00 on a tuesday, 9:30 to 17:00 on a wednesday, 9:30 to 19:00 on a thursday, 9:30 to 17:00 on a friday and 10:00 to 16:00 on a saturday.]

1S

FM-L, FM-E

FM-O

4/4

Candidate B evidence – marked using marking instructions valid from 2026 onwards

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National 5 Business Assignment - Studio Four

National 5 Business Assignment - Studio Four

Background information

Para 1

The organisation I have chosen is studio four hair and beauty.

[The purpose is investigating ways to improve elements of the marketing mix of studio four, [they are a hairdresser and beauty salon] that provides lots of different services.

1Pu, 1P

Para 2

Studio four is a [private limited company] that opened in august 2022, [it is at unit 3 rowan court, cookston road portlethen, AB124NW] and it is owned by emma hall.

1S

1L

studio four is closed on a sunday and monday, open 9:30 to 15:00 on a tuesday, 9:30 to 17:00 on a wednesday, 9:30 to 19:00 on a thursday, 9:30 to 17:00 on a friday and 10:00 to 16:00 on a saturday.

4/4

Candidate C evidence – marked as 2025

The Background Information section below has been marked using the marking instructions that were valid in 2025.

BACKGROUND INFORMATION

Para 1

For my assignment I have chosen Home Bargains. In my assignment I am going to look at the marketing mix side of Home Bargains. Home Bargains were founded by Tom Morris in 1976 in the city of Liverpool. It was originally called Home and Bargains but was later changed to Home Bargains in 1995. In 1987, Tom guided home bargains to be a private limited company, expanding his business from one store to 600 stores across the United Kingdom. Home Bargains is a retail company mainly selling household items for people. Home Bargains targets people who see low priced products to buy. There are over 27,000 employees working for the business in total which consists of employees, employers and management of home bargains.

1Pu

1E, 1L

1H

FM-S, FM-L

Rep-L, FM-P

FM-S

4/4

Candidate C evidence – marked using marking instructions valid from 2026 onwards

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BACKGROUND INFORMATION

Para 1

For my assignment I have chosen Home Bargains. In my assignment I am going to look at the marketing mix side of Home Bargains. Home Bargains were founded by Tom Morris in 1976 in the city of Liverpool. It was originally called Home and Bargains but was later changed to Home Bargains in 1995. In 1987, Tom guided home bargains to be a private limited company expanding his business from one store to 600 stores across the United Kingdom. Home Bargains is a retail company mainly selling household item for people. Home Bargains targets people who see low priced products to buy. There are over 27,000 employees working for the business in total which consists of employees, employers and management of home bargains.

1Pu

1E

1H

1S

4/4