

Candidate A evidence

Background Information

Para 1

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



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.

Candidate B evidence

National 5 Business Assignment - Studio Four

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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.

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.

Candidate C evidence

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.