

Commentary on candidate evidence

Candidate A – marked as 2025

The commentary below has been marked using the Marking Instructions that were valid in 2025.

Title – marketing mix of Greggs

The candidate was awarded **4 out of 4 marks** for this section as follows:

Paragraph 1

- 'The purpose of this assignment is to research the marketing mix of Greggs' (**1 mark – Purpose**)

Paragraph 2

- 'Greggs was founded by John Gregg in 1939' (**1 mark – Establishment**)
- 'in Tyneside Newcastle.' (**1 mark – Location**)
- 'Greggs sell a handful of products such as sausage rolls,' (**1 mark – first Product**)
- 'Steak Bakes' (**full marks have already been awarded – this would have been the second Product mark**)
- 'and cakes.' (**max marks – this is the third Product but only 2 marks are available for Product**)
- 'Greggs operate in the private sector' (**full marks – this would have been the first Structure mark**)
- 'and the tertiary sector.' (**full marks – this would have been the second Structure mark**)

Candidate A – marked as 2026 onwards

The commentary below is a replica of Candidate A above but has been marked using the Marking Instructions that will be valid from 2026 onwards.

Title – marketing mix of Greggs

The candidate was awarded **4 out of 4 marks** for this section as follows:

Paragraph 1

- ‘The purpose of this assignment is to research the marketing mix of Greggs’ (**1 mark – Purpose**)

Paragraph 2

- ‘Greggs was founded by John Gregg in 1939’ (**1 mark – Establishment**)
- ‘in Tyneside Newcastle.’ (**1 mark – Location**)
- ‘Greggs sell a handful of products such as sausage rolls, Steak Bakes and cakes.’ (**1 mark – Product. There is one mark available for Product regardless of how many products the candidate lists.**)
- ‘Greggs operate in the private sector and the tertiary sector’ (**full marks - there is one mark available for Structure regardless of how many structural elements the candidate lists.**)

Candidate B – marked as 2025

The commentary below has been marked using the Marking Instructions that were valid in 2025.

Title – marketing mix of Studio Four

The candidate was awarded **4 out of 4 marks** for this section as follows:

Paragraph 1

- ‘The organisation I have chosen is studio four hair and beauty.’ **(0 marks – this is the business name, not the product)**
- ‘The purpose is investigating ways to improve elements of the marketing mix of studio four,’ **(1 mark – Purpose)**
- ‘they are a hairdresser’ **(1 mark – first Product)**
- ‘and beauty salon’ **(1 mark – second Product)**
- ‘that provides lots of different services.’ **(no mark – services are not specified)**

Paragraph 2

- ‘Studio four is a private limited company’ **(1 mark – Structure)**
- ‘it is at unit 3 rowan court, cookston road portlethen, AB124NW’ **(full marks – this would have been the first Location mark because the phrase ‘it is at’ makes it separate from the Establishment mark)**
- ‘that opened in august 2022’ ... ‘and it is owned by emma hall.’ **(full marks – this would have been the Establishment mark)**
- ‘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.’ **(full marks – this would have been the first Operational Activities mark)**

Candidate B – marked as 2026 onwards

The commentary below is a replica of Candidate B above but has been marked using the Marking Instructions that will be valid from 2026 onwards.

Title – marketing mix of Studio Four

The candidate was awarded **4 out of 4 marks** for this section as follows:

Paragraph 1

- ‘The organisation I have chosen is studio four hair and beauty.’ **(0 marks – this is the business name, not the product)**
- ‘The purpose is investigating ways to improve elements of the marketing mix of studio four,’ **(1 mark – Purpose)**
- ‘they are a hairdresser and beauty salon’ **(1 mark – Product. There is one mark available for Product regardless of how many products the candidate lists.)**
- ‘that provides lots of different services.’ **(0 marks – this would have been part of the Product mark if the services had been specified)**

Paragraph 2

- ‘Studio four is a private limited company’ **(1 mark – Structure)**
- ‘it is at unit 3 rowan court, cookston road portlethen, AB124NW’ **(1 mark – Location)**
- ‘that opened in august 2022’ ... ‘and it is owned by emma hall.’ **(full marks – the combination of ‘when and whom’ could have been the Establishment mark)**
- ‘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.’ **(full marks – this could have been the Operational Activities mark)**

Candidate C – marked as 2025

The commentary below has been marked using the Marking Instructions that were valid in 2025.

Title – marketing mix of Home Bargains

The candidate was **awarded 4 out of 4 marks** for this section as follows:

Paragraph 1

- 'For my assignment I have chosen Home Bargains.' **(0 mark – this is the business name, not the product)**
- 'In my assignment I'm going to look at the marketing mix side of Home Bargains.' **(1 mark – Purpose mark)**
- 'Home Bargains was founded by Tom Morris in 1976' **(1 mark – Establishment)**
- 'in the city of Liverpool,' **(1 mark – first Location mark)**
- 'it was originally called Home and Bargains but was later changed to Home Bargains in 1995.' **(1 mark – History)**
- 'In 1987, Tom guided home bargains to be a private limited company,' **(full marks – this would have been the first Structure mark)**
- 'expanding his business from one store to 600 stores' **(full marks – this would have been the second Location mark)**
- 'across the United Kingdom.' **(0 marks – repeat of Location as Liverpool is in the UK)**
- 'Home Bargains is a retail company mainly selling household items for people.' **(full marks – this would have been the first Product mark)**
- 'Home Bargains targets people who see lowest price products to buy.' **(0 marks – as a Target Market this is too vague. It would need reference to low income to be mark worthy.)**
- 'There are over 27,000 employees' **(full marks – this would have been the second Structure mark)**

- ‘working for the business in total which consists of employees, employers and management of Home Bargains.’ **(0 marks – this adds no value)**

Candidate C – marked as 2026 onwards

The commentary below is a replica of Candidate C above but has been marked using the Marking Instructions that will be valid from 2026 onwards.

Title – marketing mix of Home Bargains

The candidate was **awarded 4 out of 4 marks** for this section as follows:

Paragraph 1

- ‘For my assignment I have chosen Home Bargains.’ **(0 mark – this is the business name, not the product)**
- ‘In my assignment I’m going to look at the marketing mix side of Home Bargains.’ **(1 mark – Purpose mark)**
- ‘Home Bargains was founded by Tom Morris in 1976 in the city of Liverpool,’ **(1 mark – Establishment. There is one mark available for Establishment, regardless of how many establishment facts the candidate lists. In this case the candidate has listed 3 facts about the start of the business, only 2 are needed for the Establishment mark.)**
- ‘it was originally called Home and Bargains but was later changed to Home Bargains in 1995.’ **(1 mark – History)**
- ‘In 1987, Tom guided home bargains to be a private limited company,’ **(1 mark - Structure)**
- ‘expanding his business from one store to 600 stores across the United Kingdom’ **(full marks – there is one mark available for Location regardless of how many location facts the candidate lists)**

- 'Home Bargains is a retail company mainly selling household items for people.'
(full marks – this could have been the Product mark)
- 'Home Bargains targets people who see lowest price products to buy.' **(0 marks – as a Target Market this is too vague. It would need reference to low income to be mark worthy)**
- 'There are over 27,000 employees' **(full marks – this could have been used as the one Structure mark instead of using 'being a private limited company')**
- 'working for the business in total which consists of employees, employers and management of Home Bargains.' **(0 marks – this adds no value)**