

Commentary on candidate evidence

Candidate A

Title – customer service of Nike

Findings, Analysis and Interpretation

The candidate was awarded **12 out of 12 marks** for this section as follows:

Paragraph 1

- 'I used the official Nike website (appendix 1) to find out about the get help section this means that having this is good for Nike as the get help section is good' **(1 mark – first Finding, as the candidate has found out that Nike has a good 'get help' section)**
- 'and Nike are able to help customers quickly' **(0 marks – as 'quickly' is not qualified)**
- 'and I don't need to go into a store to get an answer for a question as with their get help section and I can just get it online.' **(1 mark – Analysis)**

Paragraph 2

- 'I used the official Nike website to find out where I could contact Nike (appendix 2) The Nike website showed their phone number and also had a chat with us option' **(1 mark – second Finding)**
- 'which is useful for customers that need help.' **(0 mark – why is it useful? What is the impact?)**
- 'This Benefits Nike as they will have better reviews if customers can get access to help easily' **(1 mark – Analysis as 'easily' is qualified by being online)**
- 'this is ultimately good for Nike.' **(0 marks – as 'good' needs to be qualified)**

Paragraph 3

- 'I used the Trust pilot website (appendix 3) to check if Nike's customer service was good but from what I found it suggests otherwise as Nike have a 1.7 star rating out of a total of 5 stars' **(1 mark – third Finding)**
- 'which is a bad reputation,' **(1 mark – Analysis)**
- 'this was useful as it allowed me to check how good Nike's reputation is.' **(0 marks – as this is a benefit of the source rather than the finding)**

Paragraph 4

- 'I used the trust pilot website (appendix 3) to find out Nikes reviews, I found many bad reviews (appendix 4),' **(1 mark – fourth Finding)**
- 'Nike have an awful star rating (1.7) stars (appendix 3)' **(0 marks – repeat of third Finding)**
- 'however Nike don't even take the time to reply to their bad reviews' **(1 mark – fifth Finding)**
- 'which is bad for the company' **(0 marks – why is it bad?)**
- 'and a result in bad customer service.' **(1 mark – Analysis)**

Paragraph 5

- 'I used a form of field research by visiting the Nike stores (January 22nd), from my own personal experience, I found out that Nike's customer service was very poor as I was looking for assistance but nobody was available to help me' **(1 mark – sixth Finding)**
- 'this could be due to Nike not hiring good enough staff' **(1 mark – Analysis)**
- 'or Nike not training their new staff correctly' **(1 mark – Analysis)**
- 'this makes it clear that Nike don't take much pride in there in store customer service and overall, this is bad for Nike.' **(0 marks – as 'bad' is too vague)**

Paragraph 6

- 'I used a form of field research by visiting Nike stores (January 22nd), from my own personal experience, they had a lack of stock in stores' (**Max marks – this is the seventh Finding but there are only 6 marks available for Findings**)
- 'which I found unacceptable when comparing this to their online stock I found it very frustrating that I couldn't get what I wanted' (**Full marks – this would have been an Analysis mark for frustrated customers**)
- 'this showed me that Nike don't have as much stock in store' (**0 marks – repeat of seventh Finding**)
- 'and this made me mad' (**0 marks – Repeat of 'frustrated'**)
- 'and this creates a bad reputation for Nike.' (**0 marks – Repeat of 'bad reputation'**)

Conclusions

The candidate was awarded **6 out of 6 marks** for this section as follows:

Paragraph 1

- 'I conclude from my visit to the Nike website, I found that Nike had a Get help section. This is good customer service by Nike' (**1 mark – linked Conclusion**)
- 'as it allows me as a customer to get answers to question quickly and easily.' (**0 marks – as neither 'quickly' nor 'easily' are qualified**)
- 'I would suggest that Nike keep updating there get help section to meet customer needs' (**1 mark – linked Recommendation**)
- 'which would lead to Nike maintaining good customer service.' (**1 mark – Development**)

Paragraph 2

- 'I conclude from my visit to the Trust pilot website that Nike have very bad reviews on the trust pilot website I would suggest that Nike take the time to reply to these reviews and try to resolve customer problems' (**1 mark – linked Recommendation**). Ignore 'I conclude' at the start of the paragraph, as the

candidate hasn't actually offered a conclusion on the finding. They have evidenced the finding so the recommendation to reply to reviews (link to the trip advisor bad reviews) and justified by that resolving customer problems).

- 'which would lead to Nike building a better reputation' **(1 mark – Development)**
- 'and satisfy more customers.' **(1 mark – Development)**

Paragraph 3

- 'I conclude from my field visit to the Nike store that Nike have very poor customer service as when I entered the store, I was looking for an employee to help me find what I needed to find however there was no one to help me for a while.' **(full marks – this would have been a linked Conclusion mark)**
- 'I recommend that Nike should recruit and hire more employees to help assist customers when needed' **(full marks – this would have been a linked Recommendation mark)**
- 'as this will result in an increase in good reviews' **(full marks – this would have been a Development mark)**
- 'and improve customer service.' **(0 marks – repeat of 'maintaining good customer service' in the first paragraph of the Conclusions section. Both considered ways to ensure a standard of customer service.**

Candidate B

Title – effectiveness of the marketing mix of Sainsburys

Findings, Analysis and Interpretation

The candidate was awarded **11 out of 12 marks** for this section as follows:

Paragraph 1

- ‘From the Sainsburys website I found out that the business sells wide ranges of products from cleaning, groceries and kitchen appliances.’ **(1 mark – first Finding)**
- ‘This means that they have a large range of customers as they have a lot to offer.’ **(1 mark – Analysis)**

Paragraph 2

- ‘From the Sainsburys website I also found out that Sainsburys have free delivery if you spend more than £40 on an order.’ **(1 mark – second Finding)**
- ‘This means that they can expand their target audience to people with may have disabilities and can't access the store.’ **(1 mark – Analysis)**

Paragraph 3

- ‘Using the Morrisons website I found out that they share the same price of £1.40 for Warburton's bread.’ **(1 mark – third Finding, it relates to both Sainsbury's and Morrisons as the candidate uses the phrase 'they share'. This is backed up by evidence in appendices as both business websites have been referenced.)**
- ‘This means that they won't go into a pricing war with Morrisons.’ **(1 mark – Analysis)**

Paragraph 4

- 'From my survey I found out that 71% of people didn't know about the Sainsburys app.' **(1 mark – fourth Finding)**
- 'This means that the business hasn't been promoting the app as well as they should have been doing.' **(1 mark – Analysis)**

Paragraph 5

- 'Using my Survey, I found out that 71% of people also didn't know about the Sainsburys loyalty card.' **(1 mark – fifth Finding)**
- 'This means that the business hasn't been advertising the benefits of having a loyalty card at Sainsbury's.' **(0 marks – Repeat of 'that the business hasn't been promoting the app as well as they should have been doing' from the previous paragraph. Advertising being a form of promotion.)**

Paragraph 6

- 'From my survey I found out that 78% of people find their customer service bad.' **(1 mark – sixth Finding)**
- 'This means that the business could lose customers' **(1 mark – Analysis)**
- 'due to poor customer service in store.' **(0 marks – no added value from sixth Finding)**

Conclusions

The candidate was awarded **6 out of 6 marks** for this section as follows:

Paragraph 1

- 'I would recommend that Sainsburys advertise their app more on tv, because in my finding 71% of people didn't know the app existed.' **(1 mark – linked Recommendation)**
- 'Therefore, more people would use the app' **(1 mark – Development)**
- 'which overtime would lead to an increase in sales.' **(1 mark – Development)**

- 'Also, this can reach a wide range of audiences.' **(1 mark – Development)**
- 'However this is an expensive method of advertising.' **(1 mark – Development, 'expensive' is okay without being qualified when linked to TV advertising)**

Paragraph 2

- 'I would recommend that Sainsburys up their delivery cost from £40 and over to £50 and over for free delivery, because in my findings they charge a minimum of £40 for their free delivery.' **(1 mark – linked Recommendation)**
- 'Therefore, Customers will have to buy more to get a free delivery' **(0 marks – repeat of the Development in the previous paragraph saying 'which overtime would lead to an increase in sales')**
- 'which would lead to an increase in profit' **(full marks – this would have been a Development mark)**
- 'as more sales are being made as the minimum fee has been upped by £10.' **(0 marks – repeat of the Development in the previous paragraph saying 'which overtime would lead to an increase in sales')**

Paragraph 3

- 'I would recommend that Sainsburys lower the price of the Warburtons bread, because in my findings Morrisons charge the same price of £1.40 for their Warburtons bread.' **(full marks – this would have been a linked Recommendation mark)**
- 'Therefore, the business could intrigue competitor's customers to buy items at Sainsburys as it is cheaper.' **(full marks – this would have been a Development mark)**

Candidate C

Title – effectiveness of the marketing mix of Pret-a-Manger

Findings, Analysis and Interpretation

The candidate was awarded **12 out of 12 marks** for this section as follows:

Paragraph 1

- 'From the PRET-A-MANGER website I found out that Pret have a delivery option,'
(1 mark – first Finding)
- 'this means that you don't have to show up to the store location to get your food,'
(1 mark – Analysis, the benefit of delivery option to a customer)
- 'as a result widening the target audience to those who don't have access to a local store.' **(1 mark – Development)**

Paragraph 2

- 'Also, from the PRET-A-MANGER website I found out that Pret use outer delivery services like just eat to deliver to customers,' **(1 mark – second Finding)**
- 'this means that the delivery company take a percentage of the order price.' **(1 mark – Analysis)**
- 'As a result, decreasing the company's profit per order.' **(1 mark – Development)**

Paragraph 3

- 'Furthermore, from the PRET-A-MANGER website I found out that Pret offer some of their products in supermarkets,' **(1 mark – third Finding)**
- 'this means that customers can buy Pret's products without being in the actual store,' **(0 marks – Repeat of the Analysis mark in the first paragraph 'you don't have to show up to the store location')**

- 'furthermore this gives the company and its products more publicity' **(1 mark – Analysis)**
- 'leading to new customers.' **(1 mark – Development)**

Paragraph 4

- 'Again, from the PRET-A-MANGER website I found out that Pret use 100% organic coffee in their product available online,' **(1 mark – fourth Finding)**
- 'this means that customers who have concerns about how eco-friendly the coffee is have an option of product to buy.' **(1 mark – Analysis, this is different from 'widening the target audience to those who don't have access' in the first paragraph as the first is about place and this is about product)**

Paragraph 5

- 'From my survey I found out that 100% of people didn't know about the PRET-A-MANGER App,' **(1 mark – fifth Finding)**
- 'this means that the app hasn't been advertised efficiently,' **(full marks – this would have been an Analysis mark)**
- 'as a result customer don't order from the app' **(full marks – this would have been a Development mark)**
- 'and also means the app was a waste of company money.' **(0 marks – as 'waste' is not awarded because the candidate does not suggest what would the money have been used for otherwise)**

Paragraph 6

- 'Also, from my survey I found out that 83% of people haven't seen PRET-A-MANGER advertising,' **(full mark – this would have been a sixth Finding mark)**
- 'this means that PRET-A-MANGERS promotion marketing mix isn't effective.' **(0 marks – as there is no indication of the way in which the marketing mix is ineffective)**

Paragraph 7

- 'Again, from my survey I found out that 83% of people don't have a local PRET-A-MANGER within a 5-mile drive of them.' **(max marks – this is the seventh Finding but there are only 6 marks available for Findings)**
- 'As a result, this means that customers won't travel to a store near them. **(0 marks – it is not clear from finding that people won't travel further than 5 miles)**
- 'and instead go to a closer competitor for products' **(full marks – this would have been an Analysis mark based on loss of market share)**

Conclusions

The candidate was awarded **6 out of 6 marks** for this section as follows:

Paragraph 1

- 'I would recommend that PRET-A-MANGER deliver to homes using internal source instead of a outside delivery company, because in my findings I found out that they use company's like just eat to deliver their food to homes ...as companies like JustEat charge a percentage off the company for each order. **(1 mark – linked Recommendation)**
- 'As a result, this will lead to increased profit' **(1 mark – Development)**

Paragraph 2

- 'I would recommend PRET-A-MANGER spend more resources on their promotion marketing mix and advertise on television, because from my survey I found out 83% of people hadn't seen PRET-A-MANGER adverts,' **(1 mark – linked Recommendation.)**
- 'this means that the products Pret offer can be displayed and shown being consumed' **(1 mark – Development, justification of why a business would advertise on TV)**
- 'and can be made appealing using colour, sound and movement in the advert.' **(1 mark – Development, justification of why a business would advertise on TV)**

- 'As a result, potential customers will know any information about current deals/offers PRET-A-MANGER have to offer.' **(1 mark – Development)**
- 'However, as a result this will lead to increased company expenditure.' **(full marks – this would have been a Development mark)**

Paragraph 3

- 'I would recommend PRET-A-MANGER spend more money advertising their app on social media because from my survey I found out that 100% of people hadn't heard of the PRET-A-MANGER app.' **(full marks – this would have been a Linked recommendation mark)**
- 'As a result, more people will start using the app' **(full marks – this would have been a Development mark)**
- 'and will increase profit' **(0 marks – repeat of the Development mark given in the first paragraph)**
- 'and reach a wider audience,' **(full marks – this would have been a Development mark)**
- however this will lead to increased expenditure' **(0 marks repeat – of the Development mark given in the second paragraph)**
- 'because Pret have to spend money on running and creating the social media account.' **(0 marks repeat of the 'increased expenditure' Development mark given in the first paragraph)**

Paragraph 4

- 'I would recommend Pret open up more locations in areas one isn't in for the nearest 5 miles, because I found out in my survey 83% of people don't have a local PRET-A-MANGER within a 5-mile drive,' **(full marks – this would have been a Linked recommendation mark)**
- 'Therefore this would increase customers loyalty' **(full marks – this would have been a Development mark)**
- 'as they don't have to go to a local competitor instead.' **(full marks – this would have been a Development mark)**

Paragraph 5

- 'I have found out that the promotion elements of PRET-A-MANGER marketing mix is ineffective and that the others people and price are good and effective.' **(0 marks – the candidate does not suggest in what way others are effective)**