



BSB40215 Certificate IV in Business

Record of Assessment Outcome

Unit of Competency:		BSBMKG414 – Undertake Marketing Activities	
Student Name:			
Student ID Number:			
Assessor Name:			
Term and Year:			
The student has successfully completed the following assessment task(s):		Yes	No
Assessment 1	Assignment	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 2	Project	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 3	Portfolio of Activities	<input type="checkbox"/>	<input type="checkbox"/>
Overall, the student was assessed as:			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>	
Did the student meet the criteria for the following elements of competency?		Yes	No
1. Research marketing information		<input type="checkbox"/>	<input type="checkbox"/>
2. Plan marketing activities		<input type="checkbox"/>	<input type="checkbox"/>
3. Implement marketing activities		<input type="checkbox"/>	<input type="checkbox"/>
4. Review marketing activities		<input type="checkbox"/>	<input type="checkbox"/>
The student requires the following skill(s) development before re-assessment:			
Feedback to student on overall performance during assessment:			
The student has been provided with feedback and informed of the assessment result and the reasons for the decision.			
Assessor Name:			
Assessor Signature:		Date:	
I have been provided with feedback on the evidence I have provided. I have been informed of the assessment result and the reasons for the decision.			
Student Name:			
Student Signature:		Date:	

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BSB40215 – Certificate IV in Business

BSBMKG414 – Undertake marketing activities

Assessment 1 – Assignment

Submission Details			
Student ID Number:			
Student Name:			
Assessor Name:			
Due date:			
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarized in any way materials of another person or work of a fellow student and referenced all sources of information.		
Student Signature:			
Assessment Result Details			
Result:	Satisfactory		Not Satisfactory
Feedback to Student:			
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.		
Student Signature:			
Assessor Signature:			
Date:			



Submission details

The assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor.

Submit this document with any required evidence attached. See specifications below for details.

Performance objective

The candidate will demonstrate the skills and knowledge required to research market information.

Assessment description

Using the scenario information supplied for a simulated workplace, the candidate will answer questions to demonstrate the skills and knowledge required to use a marketing plan and research market information.

Procedure

1. Review the simulated workplace information provided on BBQfun, including:
 - Assessment 1 BBQfun scenario (Appendix 1)
 - BBQfun marketing plan FY2011/12 (Appendix 2)
 - BBQfun marketing policies and procedures (Appendix 3).
2. Consider the following questions and prepare your answers. You will need to answer the questions in an interview with your assessor, or you can submit written answers. Keep notes or records of any research you conduct.
 - a. According to the organisation's marketing plan, what are the organisation's three target markets?
 - Describe the profile of each target market segment.
 - Describe the positioning and marketing mix for each market segment.
 - Undertake research into the marketing segments in the marketing plan. Take notes and be prepared to explain what research you undertook. Describe any new market information you found. Describe each segment's needs and how the organisation should satisfy those needs through marketing activities.
 - b. According to the scenario, what previous marketing activities have been undertaken? Why do you think they were only partially successful?
 - c. What marketing activities are needed? Refer to the organisation's marketing plan.
 - d. What marketing activity would you suggest? Explain why. Refer to the marketing plan and any additional information you uncovered through research.
 - e. According to the organisation's policies and procedures, what legislation is relevant to marketing activities? What legislation will apply to the marketing activities you suggest? Explain why.



- f. According to the marketing plan, what outcomes are expected from marketing activities?
3. Arrange time with your assessor to answer the questions and discuss research notes.
4. Submit all documents. Ensure you keep a copy of all work submitted for your records.

Specifications

You must provide:

- Oral or written answers to the questions supplied in Step 2 of the procedure above
- Notes and records of any research undertaken.

Your assessor will be looking for:

- Knowledge of basic marketing practices
- Knowledge of relevant legislation
- Knowledge of organisational policies and procedures
- Knowledge of specific scenario information
- Learning skills to select and use appropriate research methods
- Literacy skills to read a marketing plan and policies and procedures
- Research skills to apply the concept of marketing to the scenario and identify the profiles of scenario marketing segments.



Appendix 1 – BBQfun scenario

You have been employed by BBQfun as an external marketing consultant to review the marketing plan and policies and procedures of the organisation. You will need to conduct market research and suggest appropriate marketing activities based on research and in line with the marketing strategy of BBQfun.

Consider the following scenario information:

BBQfun has a great deal of confidence that the general marketing strategy contained in their marketing plan is sound and should help them to achieve their marketing goals which are to:

- increase sales to \$12 million in FY2011/12 and to \$15 million per year by end of FY2013/14
- increase market share to 25% in FY2011/12
- increase our loyalty customers list from 8,000 in previous financial year to 12,000 in FY2011/12
- establish brand recognition in Brisbane so that at least two in three people recognise brand by end of FY2011/12

Management is concerned about the level of detail contained in its target market profiling. For example, Caulfield has been identified as an affluent suburb where many renovating customers live. No information is available on other suburbs that match the target markets. More information is needed on other suburbs. More information is required on lifestyle and psychographic characteristics of potential and current customers as well as behavioural characteristics of the target markets. BBQfun is also concerned about how up-to-date the information in the marketing plan is.

Because of the lack of specific profile information, BBQfun has resorted to mass television and print advertisements across the Brisbane area. This has resulted in increased sales, but not enough to justify the huge expense. In fact while gross profit has steadily increased, net profit has remained flat due to the massive advertising spend. This spend is nevertheless considered necessary to keep competitors at bay and maintain market share in the face of stiff competition on price.

Some performance information is listed below.



Market share

	Local independents	The Yard	BBQ's R us	Outdoorz	BBQfun
FY2009/10	30%	0%	25%	23%	22%
FY 2010/11	30%	0%	27%	23%	20%

Sales performance

	FY2008/09	FY2009/10	FY2010/11
Total sales \$	8,000,000	9,000,000	10,000,000

BBQfun is concerned about a recent loss of market share to BBQs R Us and want to reverse this emerging trend. The organisation's lack of knowledge of their target market is making it difficult for BBQfun to ensure effectiveness in their marketing efforts.



Appendix 2 – BBQfun marketing plan FY2011/12

Prepared 30 June 2011

1.0 Executive Summary

BBQfun will be the leading outdoor lifestyle retailer in the greater Brisbane area. The product range assortment of barbecues, outdoor furniture and barbecue accessories will position BBQfun as number one in outdoor lifestyle retailing at different price levels to suit different types of consumers.

BBQfun will build its reputation on offering the fullest assortment of products possible, incorporating both local and imported goods with products sold on easy to manage long-term payment plans. In addition, our after-sales service and three year guarantees will be attractive to customers in the current market dominated by low quality items.

At a Glance – The typical BBQfun Store:

- Location: a commercial, suburban neighbourhood, or urban retail district.
- Design: bright and functional.
- Size: 1,000 to 1,500 square metres.
- Employees: 15 to 20 full-time employees plus casuals
- Types of transactions: 60% cash, 40% on long-term repayment plan.

2.0 Situation Analysis

BBQfun is close to entering its 4th year of operation. The initial rollout of stores has been well received, and marketing is now critical to its continued success and future profitability. The basic market need is for quality, fashionable and unique outdoor lifestyle items that caters to the house-proud needs of our market.

2.1 Market Summary

BBQfun possesses extensive information about its market and knows a great deal about the common attributes of our most prized and loyal customers. BBQfun will leverage this information to better understand who is served, their specific needs, and how BBQfun can better market to them.

2.1.1 Market Demographics

The profile for the BBQfun customer consists of the following geographic, demographic, and behaviour characteristics based on a local Chamber of Commerce report:

Overview greater Brisbane area:

- high population growth of 5% per year
- new homes and renovated homes growing from a base of 50,000 per year
- low unemployment of 4.7%.



Geographic:

- our immediate geographic target is the area of Brisbane with a population of 1 million
- a 30 km geographic area is the average store market footprint
- the total targeted population is estimated at 250,000.

Demographics:

- male and female
- ages 20–50, this is the segment that makes up 50% of the Brisbane new and renovated house markets, according to the Chamber of Commerce
- high percentage of young professionals who work in the central business district
- high percentage have attended college/graduate school
- an average household income of over \$130,000.

Behaviour Factors:

- target market has no concerns about debt; will borrow on the future to enjoy today
- looking for security in purchasing
- looking for the 'house-proud' factor in outdoor lifestyle purchasing.

2.1.2 Market Needs

BBQfun is providing its customers with a wide selection of products. BBQfun seeks to fulfil the following benefits that are important to their customers:

- **selection** – a wide choice of options
- **accessibility** – the patron can gain easy access to the store with minimal difficulty in finding parking within a reasonable distance from the entry
- **customer service** – the patron will be impressed with the after-sales service and guarantees
- **competitive pricing** – all products/services will be competitively priced relative to comparable high end outdoor lifestyle lines.

Above all, BBQfun believes that easy access to stores with extensive choice in products that are sold on an easily managed payment plan and a three year guarantee are the keys to satisfying our customer's needs and wants.



2.1.3 Market Trends

The market trend for outdoor lifestyle stores is headed toward a more sophisticated and informed customer. The outdoor lifestyles patron today, compared to the past, is more sophisticated in a number of ways including:

- **item quality** – the preference for high quality items is increasing as customers are learning to appreciate differences in products' quality
- **unique** – our patrons appreciate the opportunity to include outdoor lifestyles in their home that stand out from the mass produced and low quality items
- **selection** – people are demanding a larger selection of choices; they are no longer accepting a limited offer in outdoor furniture and accessories.

The reason for this trend is that within the last couple of years there has been an explosion of media in the form of TV shows and magazines that have promoted exotic and different outdoor lifestyles. Consumers no longer need to accept a limited number of options. With more choices, patrons have become more sophisticated. This trend is apparent in other parts of Australia as you can observe a more sophisticated patron in larger city markets such as Sydney or Melbourne where there have been more choices made available.

BBQfun strongly believes that customers are more interested in range and quality of products, after-sales service and easily managed payments than any other issues. These are the reasons that they will shop with us and become loyal patrons.

Technological developments with the broadband rollout across greater Brisbane and Australia have opened up significant opportunities for internet shopping and for providing information for our customers about our product range.

2.1.4 Market Growth

In 2010, the national outdoor lifestyle market reached \$300 million dollars. Outdoor lifestyle sales are estimated to grow consistently by at least 6% a year for the next few years. This growth can be attributed to several different factors. The greater disposable household income from two income families, the greater availability of affordable and interesting quality imports with the high value of the Australian dollar and the marketing by popular TV shows like 'Homes Beautiful' and 'Better Outdoor Lifestyles'.

2.1.5 Economy

Based on economic forecasts, BBQfun assumes that interest rates are staying steady and will have little to no effect on disposable income. The same assumption is made about employment levels, where BBQfun assumes that unemployment levels remain the same at 4.7%.

2.1.6 Political

From research carried out, BBQfun identified that the Government focus in future legislative direction will be about 'growing the economy' and 'population base', which BBQfun sees as a positive for their business model. There is also a strong push for environmentally sound business practices in the legislative framework. BBQfun, as a business operating in Australia, will abide by the law in all its dealings and comply with all legislation that impact on its business activities.



2.2 SWOT Analysis

The following SWOT (strengths, weaknesses, opportunities and threats) analysis captures the key strengths and weaknesses within the company, and describes the opportunities and threats facing BBQfun.

2.2.1 Strengths

- Excellent employees who are highly skilled and knowledgeable about outdoor lifestyles.
- Retail space that is bright, functional and efficient for a commercial urban district.
- High customer loyalty among repeat customers.
- Assortment of products that exceed competitor offerings in quality, range and accessibility.

2.2.2 Weaknesses

- A limited marketing budget to develop brand awareness due to the lack of critical mass and store cover.
- The struggle to continually fund the growing long-term repayment plans taken out by our customers.

2.2.3 Opportunities

- A growing market in a high growth area with a significant percentage of the target market still not aware of BBQfun's offer.
- Increasing sales opportunities outside of our target area – greater Brisbane.

2.2.4 Threats

- Competition from local independents that can reduce prices as operating costs are lower than in our staff-run stores.
- Competition from national chains moving into the Brisbane market.
- A slump in the economy reducing customers' disposable income spent on outdoor lifestyles.

2.3 Competition

2.3.1 National Competition

- **The Yard** – has a limited selection but with significant attraction due to the fact that all products are Australian made. No significant marketing or promotion. The price point is high, but the quality of products is quite good. Not in Brisbane.
- **BBQ's R us** – Broad range of outdoor lifestyle products including trinkets and furnishings. Lots of cheap imports. Concentrating on established markets. Strong in the furniture replacements segment. One store in Brisbane. Mostly in Melbourne and Adelaide.
- **Outdoorz** – Large operations with a few stores per city. Mass markets outdoor lifestyles at good value prices. Extensive advertising. Low to medium quality. Strong



in the furniture replacements segment rather than new and refurbished dwellings. Gaining strength in Brisbane market.

2.3.2 Local Competition

All independents. These stores are owned by individual owner operators. Product range varies according to owner preferences. There are very few imports. Mostly retailing Australian manufactured goods. Collectively their average item sale price is \$250; they have a steady market share of 30%.

BBQfun do not see the competitors changing their marketing strategy or product offer in the foreseeable future.

2.3.3 Growth and Share Analysis

In the following points, 'new builds' refers to people who are looking to buy outdoor living items for a newly built home. 'Renovations' refer to people looking to purchase outdoor living products for a renovated home, and 'replacements' refers to customers looking to replace the items they already have.

- **New builds** – growth in potential customers 10%. Estimated Brisbane customer numbers in FY2011/12 is 95,000.
- **Renovations** – growth in potential customers 7%. Estimated Brisbane customer numbers in FY2011/12 is 35,000.
- **Replacements** – growth in potential customers 5%. Estimated Brisbane customer numbers in FY2011/12 is 120,000.

2.4 Service Offering

BBQfun has created an outdoor lifestyles range of retail products that is differentiated from and superior to competitors' product range. Customers can see the quality of the product as it is displayed in the stores. The following are characteristics of the product:

1. BBQfun's credit offer is backed by a top tier bank.
2. Imported products make up 33% of the assortment.
3. The three-year guarantee is unique in the market place.
4. Broadest possible range in chosen fields.

BBQfun prides itself on providing service that is on par with, if not better than, any of the local independent stores and far in excess of the national chains. Customer satisfaction will be achieved by emphasising the four characteristics mentioned above.

2.5 Keys to Success

Location, Location, Location

BBQfun's site selection criteria are critical to success. Scott Bremmer, former partner of an international chain, helped us identify the following site selection criteria:

- new dwelling populations
- shopping patterns requiring easy access
- high availability of customer car parking.



2.6 Critical Issues

BBQfun is still in the speculative stage as a possible franchise concept or joint venture. Its critical issues are:

- committed to sales growth which allows for greater options in import assortments and in reduced price with volume buys which will promote our uniqueness and contribute to improved profit margins
- continue to finance the easy to manage long-term repayment plan for customers
- to be located in easy access sites close to the growing markets in new dwelling development.

3.0 Marketing Strategy

BBQfun's advertising budget is set at \$1.8 million for the 2011/12 financial year. The advertising program will target local letter box drops, radio and magazines. BBQfun will use direct mail and local advertising, with coupon inserts in the Brizzy magazine likely to be the most successful of the campaigns.

BBQfun will try to get articles about BBQfun into the Brizzy magazine. Previous features in the Brizzy magazine have resulted in a significant increase of sales immediately after the article was published.

3.1 Mission

BBQfun's mission is to provide customers with the most extensive assortment of quality outdoor lifestyle products available in the market. Our after-sales service is second to none and supported by our easily managed long-term repayment plans which make unique, imported and high quality outdoor lifestyle affordable to all. BBQfun exists to attract and maintain outdoor lifestyle customers wishing to purchase products that give our customers pride in their homes. Our services will exceed the expectations of our customers.

3.2 Marketing Objectives

- increase sales to \$12 million in FY2011/12 and to \$15 million per year by end of FY2013/14
- increase market share to 25% in FY2011/12
- increase our loyalty customers list from 8,000 in previous financial year to 12,000 in FY2011/12
- establish brand recognition in Brisbane so that at least two in three people recognise brand by end of FY2011/12

3.3 Financial Objectives

- A double digit percentage growth rate in sales for each future year.
- Reduce the overhead per store through disciplined management of expenses.
- Continue to increase our gross profit margins.



3.4 Target Marketing

The target market comprises three segments:

- **New builds**– generally want to purchase entire suites. Typically shop as couples. Price sensitive to a point but co-ordination is the highest priority. Live in all areas of greater Brisbane.
- **Renovations** – demand for high quality and different items. Unique and exotic overrides price concerns. Live in affluent suburbs such as Clayfield.
- **Replacement** – basic functional products that replace and broken or worn item. Single shopper. Cheap price required. Live in less affluent suburbs.

The BBQfun customers are mostly aged between 20 and 50. Outdoor lifestyle stores have been very successful in standalone stores that have extensive car park access where they are close to new housing estates being established. These areas have families who have household disposable incomes of over \$40,000 per year.

Combining several key demographic factors, BBQfun arrives at a profile of the primary customer as follows:

- sophisticated people who are house-proud
- shoppers who will drive to an easy to access store
- customers who require payment plans to spread their commitment over an extended period.
- renovators and new home builders
- 20–50 year olds.

More information is sought regarding specific target markets.

3.5 Positioning

BBQfun will position itself as a unique outdoor lifestyle retailer that offers a broad assortment of quality products. Brisbane consumers who appreciate high quality and uniqueness will recognise the value of offerings provided by BBQfun.

BBQfun's positioning will leverage their competitive edge:

- **Product** – the product will be wide ranging, quality and unique. It offers the 'house proud' customer a different option from the cheap mass-produced products prevalent in the market.
- **Service** – BBQfun offer the only three year guarantee in the market. Our easy payment scheme is just what our mortgage paying customers want. Our experienced staff can assist with product knowledge second to none in the industry.

By offering a superior service in range and uniqueness, BBQfun will excel relative to the competition and achieve our objectives.

More information about specific target markets will allow BBQfun to write position statements for each of the three target market segments.



3.6 Marketing Mix

BBQfun's marketing mix is comprised of these following approaches to pricing, distribution, advertising and promotion, and customer service:

- **Pricing** – while BBQfun will price at comparable prices for comparable quality, it will not be cheap. We emphasise quality over affordability and back this up with a three year guarantee.
- **Distribution** – BBQfun products will be distributed through a chain of retail stores which customers can access easily via the large car parking arrangements.
- **Advertising and promotion** – the most successful advertising will be ads and inserts in the Brizzy magazine as well as a public relations (PR) campaign of informational articles and reviews also within the Brizzy. Promotions will take the form of in store entertainment and competitions with prizes to exotic overseas destinations.
- **Customer service** – BBQfun's philosophy is that whatever needs to be done to make the customer happy must occur. It is believed that investing in high quality customer service will pay off with a fiercely loyal customer base which will lead to recommendations within the target market.

3.7 Product Development

It is envisaged that new products will be developed or sourced on a regular basis in line with changes in customer taste which is expected to occur in approximately 12 month cycles. The plan for product testing is to engage market research firms. By getting feedback from these firms, changes can be made or products discontinued so that only tested and proven products make it onto the store's product list.

3.8 Marketing Research

During the initial phases of the marketing plan development, several focus groups were held to gain insight into a variety of patrons of outdoor lifestyle stores. These focus groups provided useful insight into the decisions, and decision-making processes, of consumers. An additional and more dynamic source of market research is a feedback mechanism using an in-store suggestion card system.

Access to ongoing market research will also be achieved via the publications from the Outdoor Lifestyles Association of which BBQfun has recently become a member.

Cannon's Consultants will advise on all aspects of marketing and provide sales forecasting services.

4.0 Financials, Budgets, and Forecasts

This section will offer a financial overview of BBQfun as it relates to its marketing activities.

4.1 Break-even Analysis

The break-even analysis indicates that \$10 million in sales per year will be needed to reach the break-even point.



Fixed costs are estimated at \$4 million. Variable costs are 60% of sales; therefore, sales of \$10 million will be sufficient to cover fixed and variable costs.

4.2 Sales and Profit Forecast

Sales have gradually increased with profitability being reached by the end of FY2010/11.

Sales Forecast

	FY2011/12	FY2012/13	FY2013/14
Total sales	\$12,000,000	\$13,500,000	\$15,000,000

Profit Forecast

	FY2011/12	FY2012/13	FY2013/14
Net profit	\$800,000	\$1,200,000	\$1,700,000

4.3 Expense Forecast

Marketing expenses are to be budgeted to increase in 2012.

Marketing Expense Budget

Expenses	FY2011/12	FY2012/13	FY2013/14
Direct mail	\$400,000	\$500,000	\$600,000
Magazine adv	\$1,100,000	\$1,000,000	\$800,000
Radio Promotions	\$300,000	\$500,000	\$700,000
Total	\$1,800,000	\$2,000,000	\$2,100,000

Cannon's Consultants will advise on all aspects of marketing and provide sales forecasting services. Cannon's will also be given access to the marketing cost data so that they can periodically examine and evaluate marketing costs in line with industry benchmarks. They have always been the preferred consultants because they are locally based, unlike the national group of consultants, *Brown & Holingsworth*, based in Melbourne.

5.0 Controls

The purpose of BBQfun marketing plan is to serve as a guide for the organisation.

5.1 Implementation Milestones

The following milestones identify the key marketing programs. It is important to accomplish each one on time, and on budget.

Milestones

Advertising	Start date	End date	Budget	Manager	Department
Total radio advertising budget	July 2011	June 2012	\$300,000	Marketing Manager	Marketing
Total magazine	July 2011	June 2012	\$1.1 million	Marketing Manager	Marketing
Total direct marketing budget	July 2011	June 2012	\$400,000	Marketing Manager	Marketing
Totals			\$1.8 million		



5.2 Marketing Organisation

BBQfun's marketing manager is primarily responsible for marketing activities and has the authority and responsibility over all company activities that affect customer satisfaction. This is in addition to his/her other responsibilities. Cannon's have been engaged to provide marketing services as required, and some outside resources for graphic design work, and creativity are also to be utilised. Feedback will come from in-store feedback forms and local customer surveys.

5.3 Contingency Planning

Difficulties and risks faced by BBQfun:

- problems generating brand visibility
- overly aggressive and debilitating actions by competitors
- an entry into the Brisbane market of another already existing, national chain.

Worst case risks may include:

- determining that the business cannot support itself on an ongoing basis
- having to liquidate equipment or intellectual property to cover liabilities.



Appendix 3 – BBQfun Marketing Policies and Procedures

Rationale

This policy and procedure on the use of marketing materials is required to enable BBQfun to adhere to all legislation relevant to marketing practices and meet standards and codes such as Advertising Standards Bureau (ASB) codes of conduct.

Purpose

The purpose of this policy is to describe the procedures for BBQfun to ensure its marketing and advertising are accurate and ethical. It also aims to ensure that marketing and advertising activities adhere to legislation, standards and codes of conduct.

General Policy

This policy applies to all employees and external providers involved in the promotion of BBQfun products and services.

Detailed written procedures are available to all staff at BBQfun premises and are included in employee induction packs.

Employees should, where required in procedures, use templates provided for documenting marketing activities.

Employees should, where required in procedures or templates, seek approval from designated authorities for marketing activities.

All marketing material must:

- Adhere to Privacy Act.
 - Must not use personal images, information for marketing purposes without express written consent.
- Adhere to Do Not Call Register legislation
 - Potential customers on the Do Not Call Register must not be called for marketing purposes.
- Adhere to anti-discrimination policy:
 - Images or written material must not portray any group or individual in a negative, offensive or stereotypical way on the basis of sex, gender, marital status, etc.
- Be conducted in a safe and responsible manner to minimise risk to health and safety of BBQfun employees and the general public.
- Not include spam campaigns.
- Adhere to the Competition and Consumer Act 2010 (formerly the Trade Practices Act). Employees must not:
 - attempt to induce individuals to place their personal interests above those of BBQfun
 - attempt to restrict competition by:
 - inducing a competitor or customer to breach a contract with a third party
 - obtaining unauthorised access to classified or proprietary information or documents
 - securing an unfair competitive advantage.
 - violate any law or regulation
 - engage in any activity that could damage the reputation of BBQfun
 - give false or misleading information or advice in relation to:
 - claims of products or services: price, benefits, etc.



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- the environment and sustainability of BBQfun
- the ethical conduct of BBQfun
- any other claims.
- Where relevant, adhere to standards and codes of practice regarding specific types of media such as radio, television or the internet.

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BSB40215 – Certificate IV in Business

BSBMKG414 – Undertake marketing activities

Assessment 2 – Project

Submission Details			
Student ID Number:			
Student Name:			
Assessor Name:			
Due date:			
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarized in any way materials of another person or work of a fellow student and referenced all sources of information.		
Student Signature:			
Assessment Result Details			
Result:	Satisfactory		Not Satisfactory
Feedback to Student:			
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.		
Student Signature:			
Assessor Signature:			
Date:			



Submission details

The assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor.

Submit this document with any required evidence attached. See specifications below for details.

Performance objective

The candidate will demonstrate the skills and knowledge required to implement marketing activities.

Assessment description

Using the scenario information supplied for a simulated workplace, the candidate will analyse market information, develop an action plan for an activity (including assigning resources and responsibilities as well as planning for the monitoring and review process), obtain approval for the activity, and amend the activity as required. The candidate will then develop a magazine promotion according to the marketing action plan.

Procedure

1. Review the simulated workplace information for BBQfun:
 - Assessment 2 BBQfun scenario (Appendix 1)
 - BBQfun marketing plan FY2011/12 (Appendix 2, Assessment 1)
 - BBQfun marketing policies and procedures (Appendix 3, Assessment 1).
2. Review relevant target market profile information from Assessment Task 1. If your information conflicts with scenario information, then you should use the scenario information provided below.
3. In preparation for planning and implementing a marketing activity, analyse the market information provided in the scenario.
4. Based on your analysis of the task, the marketing plan, policies and procedures, decide on a promotional activity to implement.
5. Following the format of the template provided in Appendix 2, develop a 2–3-page action plan for the implementation of the promotional activity. The action plan should include information on:
 - Resources
 - Personnel required for the task and the assigning of responsibilities (including team leader) to members in the creative team
 - All steps required to implement plan
 - Goals for each step
 - Tactics for achieving goals
 - Steps for review.
6. Following policies and procedures, obtain approval for your action plan from your manager (your assessor). Your manager will provide you with review information to amend your action plan.



7. Analyse the review information given to you from your manager and amend your action plan accordingly.
8. (As advertising copywriter in part 2) write the text that will be required for your chosen promotional activity.
9. Submit all documents to your assessor as per the specifications below. Ensure you keep a copy of all work submitted for your records.

Specifications

You must provide:

- An activity action plan for approval (2–3 pages)
- A resubmitted action plan after amendments
- Text for the promotional activity for BBQfun.

Your assessor will be looking for:

- Knowledge of basic marketing practices
- Knowledge of relevant legislation
- Knowledge of organisational policies and procedures
- Knowledge of specific scenario information
- Learning skills to select and use appropriate research methods
- Learning skills to review and learn from marketing activities
- Literacy skills to read a marketing plan and policies and procedures
- Literacy skills to prepare a marketing action plan
- Planning and organising skills to prepare an action plan for implementation
- Problem solving skill to address implementation problems
- Research skills to apply the concept of marketing to the scenario and identify the profiles of scenario marketing segments.

Appendix 1 – BBQfun scenario

Part 1

You have been employed by BBQfun as an external marketing consultant (from Cannon's Consultants) to review marketing and market research and then plan and implement an appropriate magazine promotion based on research and according to the marketing strategy of BBQfun. BBQfun has specified that they want the campaign to run for eight weeks.

In addition to any other research you have undertaken on target market profiles (in Assessment Task 1), the following market information has recently become available to supplement the existing marketing plan and assist your campaign planning:

Segment	Market information
New Builds	<ul style="list-style-type: none"> • very proud of laid-back Brisbane lifestyle • moderate to highly educated • mixture of trade and professional • aspire to live in richer suburbs • health conscious • loyal to Brizzy magazine print and online • love to buy Australian made • service and quality are as important as price.
Renovators	<ul style="list-style-type: none"> • many have homes in other parts of country • see themselves as cosmopolitan • moderate to highly educated • mainly professional • health conscious • want to see more fine dining and exotic cuisine associated with the 'humble' barbecue • loyal to print and online version of Outdoor Aspire magazine • service and quality are much more important than price
Replacements	<ul style="list-style-type: none"> • love to support jobs in Australia • very proud of laid-back Brisbane appeal • don't like images of Sydney or Melbourne. Don't like 'snooty' urban courtyard gardens. Prefer the Balinese look to the minimalist Japanese style. • becoming more health conscious • looking to save every dollar, but also aspire to more glamorous and expensive equipment at right price • aspire to live in richer suburbs • loyal to Brizzy magazine print version • quality is as important as price • good service is nice but price is more important.



The following resources and personnel are available for use from BBQfun's head office in Brisbane:

Resource	Cost
Writing materials: paper, pens	\$100
Work stations with computers (design and word processing applications loaded)	–
Rooms for meetings (must be pre-booked)	–
Library of stock images, company branding	–
Printer	\$50/100 pages
Photographer	\$2000 per day
Brizzy Magazine (Both print and online)	\$8000 per week's advertisement
Outdoor Aspire Magazine (both print and online)	\$10,000 per week's advertisement
Creative team leader (best candidate chosen from creative team)	–
Copywriters and creative team (3): <ul style="list-style-type: none">• Peter: two years' experience in advertising• John: three years' experience in advertising• Mary: ten years' experience; extensive background in advertising management	\$1500/day
Graphic/print designer	\$1750/day
Marketing manager (your assessor). Available for review and consultation	–

The total available budget for the promotional activity: \$200,000

You will need to develop a 2–3-page action plan for the promotional activity, for approval by your manager (your assessor). You need to include information on:

- resources
- personnel assigned to the task and the delegation of responsibilities (including team leader) of members in the creative team
- all steps required to implement plan
- goals for each step
- tactics for achieving goals
- steps for review.

Once your manager has reviewed your action plan you will need to make any required changes and resubmit your action plan for approval.

Part 2

As well as designing the promotion, BBQfun has identified you as being the best person to write the text for the marketing campaign. You will need to follow the action plan and work in accordance with the marketing plan and policies and procedures to produce the text required for the promotion.



Appendix 2 – BBQfun Marketing Action Plan Template

Action plan for BBQfun							
Activity:							
Budget allocated:			Authorised:				
Activity	Completion date	Goals	Strategy and tactics	Required resources	Person responsible	Budget allocation	Authorisation



BSB40215 – Certificate IV in Business

BSBMKG414 – Undertake marketing activities

Assessment 3 – Portfolio of Activities

Submission Details			
Student ID Number:			
Student Name:			
Assessor Name:			
Due date:			
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarized in any way materials of another person or work of a fellow student and referenced all sources of information.		
Student Signature:			
Assessment Result Details			
Result:	Satisfactory		Not Satisfactory
Feedback to Student:			
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.		
Student Signature:			
Assessor Signature:			
Date:			



Submission details

The assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor.

Submit this document with any required evidence attached. See specifications below for details.

Performance objective

The candidate will demonstrate the skills and knowledge required to review marketing activities.

Assessment description

Using the scenario information supplied for a simulated workplace, the candidate will record outcomes of marketing activities, compare outcomes of marketing activities with expected outcomes, and prepare a marketing activity report.

Procedure

1. Review the simulated workplace information for BBQfun:
 - Assessment 3 BBQfun scenario (Appendix 1)
 - BBQfun marketing plan FY2011/12 (Appendix 2, Assessment 1)
 - BBQfun marketing policies and procedures (Appendix 3, Assessment 1).
2. Review the marketing activity that you planned and implemented in Assessment Task 2 (eight-week magazine-based promotional campaign).
3. Using the template provided in Appendix 2, develop a simple survey tool to measure brand recognition and campaign/marketing strategy effectiveness.
4. Following the format of the template provided in Appendix 2 (Assessment 1) develop a 1–2-page implementation action plan to implement the survey. Assume you already have authorisation to implement the planned survey. Include:
 - Activities undertaken
 - Goals
 - Resources and personnel requirements
 - Where and how survey will be implemented and why
 - Budget allocation information.

Note: This task requires you to plan for implementation of the survey. As you will not be able to carry out the survey, the next stages of this task will require you to work with the information provided in Part 2 of the scenario.
5. Prepare a 2–3-page marketing activity report for your manager (assessor) to review:
 - Describe all activities undertaken for the eight-week campaign (what was done, why it was done, how it was done) including:
 - The promotional activity
 - The planned survey
 - Describe any implementation issues.



- Describe results (provided in Part 2 of the scenario) from the campaign.
 - Compare results to expectations.
6. Submit all documents to your assessor as per the specifications below. Ensure you keep a copy of all work submitted for your records.

Specifications

You must provide:

- A survey tool to measure outcomes of marketing activities
- A survey tool implementation action plan (1–2 page)
- A marketing activity report (2–3 page).

Your assessor will be looking for:

- Knowledge of basic marketing practices
- Learning skills to review and learn from marketing activities to improve organisational performance
- Literacy skills to produce a written marketing activity report
- Planning and organising skills to plan survey implementation.



Appendix 1 – BBQfun scenario

Part 1

You have been employed by BBQfun as an external marketing consultant (Canon's Consultants) to review the effectiveness of the recent eight-week promotional campaign in two Brisbane magazines. It is July 2012, the end of financial year 2011/12 and two weeks after the end of the campaign.

Recall that BBQfun has the following marketing goals:

- increase sales to \$12 million in FY2011/12 and to \$15 million per year by end of FY2013/14
- increase market share to 25% in FY2011/12
- increase our loyalty customers list from 8,000 in previous financial year to 12,000 in FY2011/12
- establish brand recognition in Brisbane so that at least two in three people recognise brand by end of FY2011/12

Your manager has asked you to develop a survey tool to determine brand recognition and determine the effectiveness of the magazine campaign.

The following resources and personnel are available for use from BBQfun's head office in Brisbane:

Resource	Cost
Writing materials: paper, pens	\$100
Preferred printer	\$50/100 pages
Survey takers (3)	\$200/day
Graphic/print designer	\$1750/day
Marketing manager (your assessor), available for review and consultation	–

The total available budget for the survey: \$4,000

Develop the survey tool and an action plan to implement the survey.

Part 2

Our manager has asked you to prepare a marketing activity report to present to the board of directors on the eight-week campaign.

The following information (gathered from a recent survey, marketing/market research and end-of-year financial statements) is available to help you gauge the effectiveness of the recent campaign:

Brand recognition:

	FY2008/09	FY2009/10	FY2010/11	FY2011/12
Aware of BBQfun brand	43%	45%	45%	60%



Campaign effectiveness:

	Replacements	New builds	Renovators
Saw advertisement in magazine	50%	70%	80%
Have visited BBQfun in previous month	30%	50%	60%
Have bought a BBQfun product in previous month	30%	40%	50%
Loyalty customer	3000	4000	4000

Market share:

	Local independents	The Yard	BBQ's R us	Outdoorz	BBQfun
FY2009/10	30%	0%	25%	23%	22%
FY 2010/11	30%	0%	27%	23%	20%
FY2011 /12	30%	0%	22%	25%	23%

Sales performance:

	FY2008/09	FY2009/10	FY2010/11	FY2011/12
Total sales \$	8,000,000	9,000,000	10,000,000	12,500,000

Note: Information from previous financial years has been included to provide background to current financial year results.

According to BBQfun policy and procedures, the marketing activity report should contain:

- marketing activities undertaken
- implementation issues, if any
- results compared with expectations (marketing goals/financial goals).

The report should be professional but upbeat and positive. Prepare the report for approval by your manager (assessor) prior to presenting to the board of directors.

