

BUSINESS: *Creating informed, discerning employees, consumers and future leaders*

KNOWLEDGE ORGANISER

Theme 2 – Building a Business

Wider Business World – real life examples

Key Vocabulary

Design Mix – function, cost and aesthetics – the areas which need to be considered when putting a product together.

Product Life Cycle – the stages a product goes through.

Extension Strategies – ways in which a business can try to extend the life cycle of a product.

Product Differentiation – how a business makes its products / services different from its competitors.

Pricing Strategies – the different ways a business can produce a product / service.

Promotion Strategies – ways in which a business can advertise / promote its product / service.

E-Commerce – selling online- using the internet.

Distribution – the way in which a business gets the product to the customer.

Marketing Mix – the four P's of marketing – product, price, promotion and place.

Competitive Advantage – how a business makes sure it will do better than its competitors.

DO I UNDERSTAND THIS TOPIC?



Topic 2.2 Making Marketing Decisions

2.2.1 Product

The design mix:

- function, aesthetics, cost.

The product life cycle:

- the phases of the product life cycle
- extension strategies.

The importance to a business of differentiating a product/ service.

2.2.2 Price

- Pricing strategies
- influences on pricing strategies: technology, competition, market segments, product life cycle.

2.2.3 Promotion

- Appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding
- The use of technology in promotion: targeted advertising online, viral advertising via social media, e-newsletters.

2.2.4 Place

- Methods of distribution: retailers and e-tailers (e-commerce).

2.2.5 Using the Marketing Mix to make business decisions

- How each element of the marketing mix can influence other elements.
- Using the marketing mix to build competitive advantage.
- How an integrated marketing mix can influence competitive advantage