

Btec buisness level 3

unit 1



**ASSIGN
BUSTER**

BTEC LEVEL 3 IN BUSINESS UNIT 3: INTRODUCTION TO MARKETING

Assignment Brief Tesco's and Oxfam's Concepts of marketing- marketing= a social and managerial process by which individual and groups obtain what they need and want through creating and exchanging products and value with others. Core marketing concepts Markets Exchange transitions & relationships Value satisfaction and quality Products Needs wants and demands B. define aims and objectives Aims: A purpose or intention; a desired outcome Objectives c. Private companies may issue stock and have shareholders.

And are invested by individuals. However, their shares do not trade on public exchanges and are not issued through an initial public offering. In general, the shares of these businesses are less liquid and the values are difficult to determine, an example of a private sector is Warburton's, their aims are to maximise profits or increase value of shares. Public sectors offer shares to the general public, A Public sectors stock can be acquired by anyone and holders are only limited to potentially lose the amount paid for the shares.

An example of a public sector would be Tesco's because they provide a service to the community, another example for Tesco's being in the public sector is so they can expand internationally, private sectors however would only be able to stay nationally because it s easier to control shares. Tesco's aims would be to boost the national economy and also to maximise profits. Non profit companies would be charity and sometimes government run organisations. Anymoneyearned must be retained by the organization, and used for its own expenses, operations, and programs.

An example of a non profit sector would be Oxfam because they use the money invested in their organisation to help people suffering poverty poor housing in third world countries globally and to invest also using the money to use on their expenses programs etc. Their aims are to improve poverty and lifestyle in third world countries. Introduce and explain the two businesses you will be investigating. Refer to their business activity i. e. what they do to make their money, their size and history. Refer to task C and state which sector they belong within. Focus upon and explain one product or service provided by each business.

D. i will be investigating Tesco's and Oxfam. Tesco's is the third most successful retailer in the world, and they sell all general products needed in a household including, food, clothes, furniture, mobile phones etc they also sell luxury items like gaming equipment, broadband etc, Oxfam is one of the biggest charities globally, they sell clothes, books, board games, etc to make money so they can put it into their company so they can cover expenses and support programs, they also accept donations so they can help other third world countries that are suffering from poverty poor housing etc.

Tesco's was founded in 1929; Tesco's was founded in 1919 by Jack Cohan in east London. Oxfam belongs to the non profit sector, they provide products that are cheap so they can provide for programs across the world and supply their organisation with important resources. Tesco's belongs to the public sector and offer basic products and necessities such as food, housing etc. And services like broadband and banking etc. E. tescos: they want to make cheaper prices so they would be able to get a larger quantity of products sold.

Oxfam: more of a variety of products to sell, so customers have more of a choice, this will increase the variety of customers. F. organisational objectives are different from marketing objectives . Marketing objectives are giving a time frame in which they should achieve it, organisational objectives are the overall objectives and are the ones that are the most important. g. The marketing objectives can make you get closer to an organizational objective because it might lead to the same path. For example marketing objectives are like little steps towards organizational objective. h.

Tesco's marketing objectives is to make prices fair for customers and beneficial for Tesco's, and also expand their business into different companies. Oxfam's marketing objectives would be to open more Oxfam shops across the u. k, so they can benefit their programs resources etc. i. Tesco's might expand their brand into different retailers so it'll gain more popularity and might even be a leading bran in food clothes etc ii. Oxfam might open stores internationally so will lead to make more money so they can use it so they can run more charitable programs and lead to improve poverty, housing in third world countries around the world. . Explain and justify which of these your business may use when marketing their product or service (one of the businesses products/services you have explained within task d). j. if Tesco's was marketing a certain food product Tesco's would use a marketing technique for example Tesco's would advertise the product on wallpaper, leaflets , TV etc also they would put special offers on the product e. g. 2 for the price of one k. Identify and describe the limitations and constraints upon marketing activities.

For example if Tesco's was making a new product and they were given a limited amount of money to invest in this product, this would limit how advanced this product and how useful this product would end up to be. A constraint for tescos would be the price war, all supermarkets, retailers etc want the best prices for their customers and the best prices for customers means more profit for themselves, this would subdued customers to shop at Tesco's more than other retailers tacos is always making cuts and budgets to make low prices for customers its is a constant restraint for Tesco's L.

For each limitation and constraint explain how this may affect the marketing operations of your two chosen businesses. The operations wouldn't run as smoothly because you are not making enough profit to achieve those operations. The price war will affect their special offers new programs because they would have to cut those in making a better price for customers, prices are one of the top priorities for a retailer. m. Produce a comparison table stating and explaining in detail the similarities and differences between the chosen product/service of each organisation across a range of market techniques. Similarities | Differences | | |