

ACTIVITY EXAMPLE



KEY WORDS

Marketing | Business Studies | Entrepreneurship | Branding

ALSO USEFUL FOR

English

PROGRAMME OUTLINE

3 POINTS OF CONTACT

- Bank staff come into classroom (x2)
- Workplace visit (x1)

EXAMPLE

This resource supports the Business Studies SSEP model and is an example of how business mentors can support classroom learning during the small business enterprise module.

At critical learning points during the module business mentors with particular areas of expertise (e.g. costing, accounting, marketing) can be invited in to present basic concepts to the whole class.

This marketing example was created by Thames High School business mentor Marlene Perry from Thames-Coromandel District Council to help students think about how they should market their product/service.





Marlene Perry

5'P's of Marketing

Product
Place
Promotion
Price
Profit

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Product

- Services offered in a Service Business
- Should solve an urgent need or pain for the customer
- Has to have the 'right' features
- Should be easy to use
- Visually interesting
- Well-packaged
- Remember everyone in the business is part of the Brand of the Business

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Pain or Pleasure

- People buy because they are afraid not to buy or need a pleasure boost?
- What types of things might that be? **Pain or pleasure?**
- Cars
- Bandage
- Insurance
- Food
- Computers
- Skate boards
- Bikes

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Place

- Where is the best place for your business
- How much foot traffic will it attract
- Have you researched
 - Focus groups
 - Surveys (face to face & Online)
- Should you be in a commercial district?
- Should you be in a mall?
- Should you go to markets?

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The High Street or Markets?



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Promotion

- Without proper promotion to attract your target you won't grow your revenue (\$'s)
- Good promotion starts with a budget & a Marketing Plan
- Social Media is often good for a certain target group
- Building relationships is a must!
- Quick marketing plan
<https://yourtemplatefinder.com/yourtemplatefinder/as-set/promotional-materials/business-stationery/business-presentations/metro-buzz-business-plan#>

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ACTIVITY EXAMPLE



Who, what, why, where, when, how?



Who are you?
What do you sell?
Why do you sell it? (passion)?
Where is the place/space?
When are you open?
How do you organise yourself,
product & space?

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Price

- What's the cost?
- What's the competition charging?
- What's the standard mark up in your industry?
- What's the value to the customer?
- What will it cost the customer to NOT have my product?
- Long Term Customers – like the value of your product – and are often loyal to it
- Some customers ONLY buy on price

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Why pay more?



Probably get the same 'sugar fix' with lollies as with chocolate – but which is the higher value treat?

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Profit

- How do you keep score of your profit?
- Use the funds to:
- Pay staff
- **Buy materials:** Pay overheads / power, rates, rent/rates/insurance, travel, stationery, cleaning, staff including sick leave/holiday pay, staff room, taxes (gst & general taxes)
- Donate to charity
- **Marketing & Promotions:** keep tabs on results of the promotions, judge how it is working for you, de-brief/what would you do next time?
- **What is Left? \$\$\$\$ Profit \$\$\$**a proportion of which you would put into research and development, ways to grow your business!

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Know your numbers \$\$\$\$



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2 more P's



People & Process

People: Look after your people, treat them well – talk nicely to them, they pass on the good vibes to the customers!

Process: first you do, then you do, sometimes you have to work backwards to find all the steps

Before I have a ???, I need to? I need to? I need to?



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ACTIVITY EXAMPLE



People

- Excellent Customer Service
- Internal Customers
- External Customers
- Staff training – induction of staff into your organisation – do they know your products, customers, internal departments and external suppliers
- Gain, Maintain & Train Staff - ongoing

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Process

- Are you 'easy to do business with'?
- Are you able to repeat the same standard of delivery to your customers?
- Save time & money by increasing efficiency?
- Quality control / Health & Safety compliance etc.,



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ACTIVITY EXAMPLE



5 + 2 P's of Marketing

- Product
- Place
- Promotion
- Price
- Profit &
- People
- Processes



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Extra info:

Be Aware & stuff to do!

- Copywrite ©
- Trade Marks TM
- Is it the truth?
- Does it tell a coherent story?
- Facebook pages – tell your friends, friends of friends
- Ask to put posters in windows – a poster where people stand or sit a lot fish & chips, petrol station – back of toilet doors

You Inc = You incorporated – You are Your Business!

- Wear your 'brand'
- Market with your 'brand'
- Sell the 'brand as well as the product'
- Ask if you can 'cösell'
- Refer people to people who 'can' not to people who 'can't' – people will come back to you next time
- Be cheerful
- Make up your own business cards
- www.neighbourly.co.nz
- marlene.perry@tcdc.govt.nz

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