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| Topic Area | Can You ……… | Red(No) | Amber(Maybe) | Green (Yes) |
| 1.1 Understanding customer needs. 1.1 Market Mapping1.1. Analysing competitor strengths and weaknesses1.1. Understanding need to add value1.4 Customer Focus and marketing mix3.1.Marketing3.1 Market Research3.1Building a successful marketing mix3.1. Product trail and repeat purchase3.1 Product Life Cycle3.1. Branding and differentiation | * Describe how to collect and interpret primary and secondary market research in the context of starting a new business?
* Define primary and secondary research?
* Explain the difference between qualitative and quantitative research data
* Describe the advantages and disadvantages of primary and secondary research?
* Construct a market map?
* Explain how a market map could be used to identify a gap in the market?
* Explain how and why a business would use market segmentations?
* Distinguish between public and private sector businesses?
* Explain how a business could compete with it competitors?
* Define added value?
* List the methods a business could use to add value?
* Define USP?
* Define marketing mix?
* Define price?
* Explain the different methods a business could use to promote the business?
* Explain the term channels of distribution
* Draw a diagram to illustrate the channels of distribution?
* Define marketing?
* Explain the stages of market research?
* Discuss the different sampling methods available to a business?
* Define product trail?
* Define viral marketing?
* Explain the different pricing strategies a business could use?
* Construct a prodyuct6 life cycle graph?
* Explain the different stage of the product life cycle?
* Explain the link between product life cycle and cash flow?
* Draw the Boston matrix diagram
* Explain the link between the Boston matrix and the product life cycle?
* Explain each category of the Boston matrix?
* Define the term Brand?
* Explain different methods a business can use to differentiate its product?
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