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| Topic Area | Can You ……… | Red  (No) | Amber  (Maybe) | Green (Yes) |
| 1.1 Understanding customer needs.  1.1 Market Mapping  1.1. Analysing competitor strengths and weaknesses  1.1. Understanding need to add value  1.4 Customer Focus and marketing mix  3.1.Marketing  3.1 Market Research  3.1Building a successful marketing mix  3.1. Product trail and repeat purchase  3.1 Product Life Cycle  3.1. 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? |  |  |  |