

ICT KS3 Year 9 Spring 2

Blended Learning Booklet

Creating a Business through

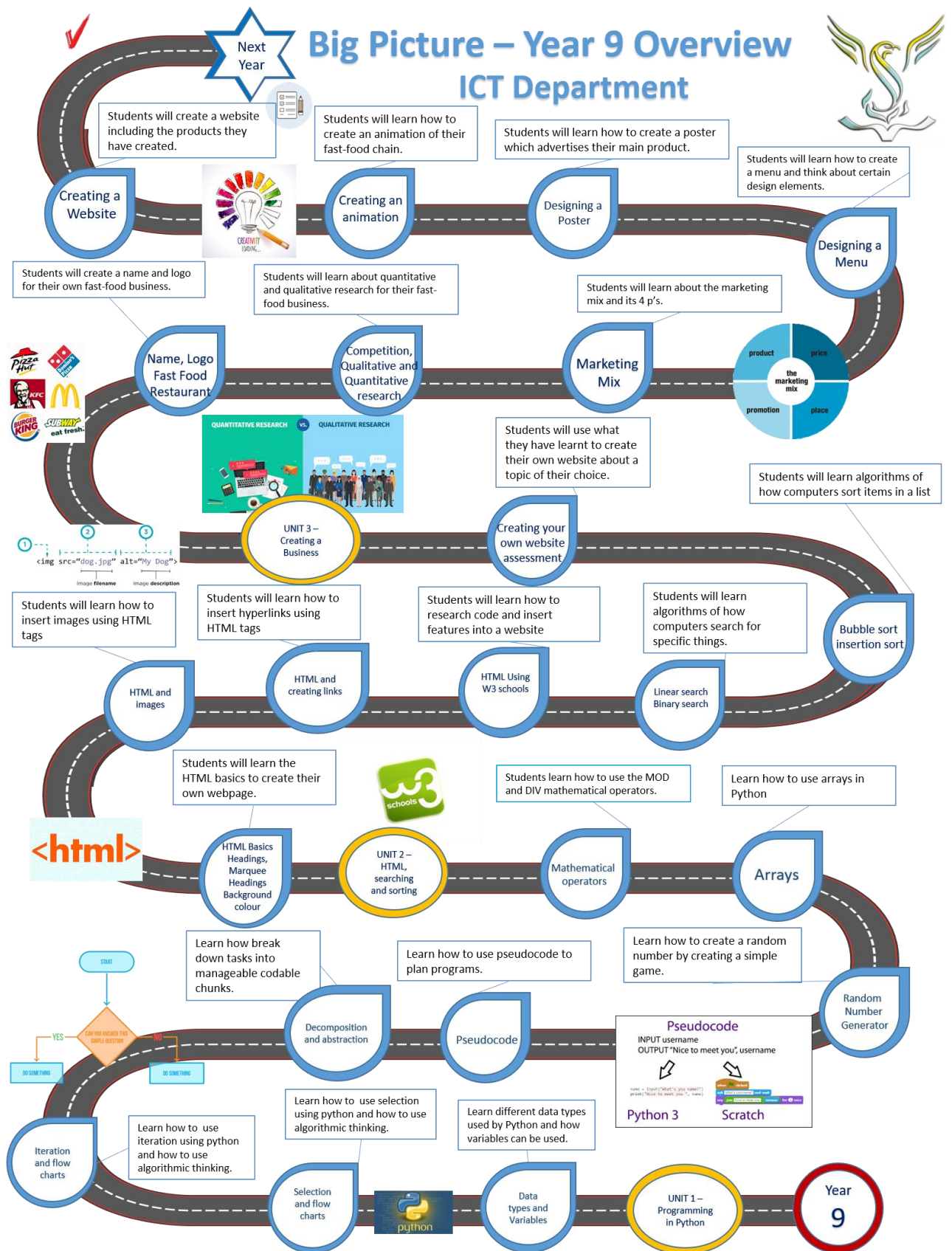
Media and ICT

Name:

Form:

Aim to complete one lesson each week. Write out the title and LI and then complete the tasks.

Upload all work onto ClassCharts for feedback.



This term you will be creating your own fast food business/ restaurant. You will have to think of the branding for your business and create a number of products to support your new venture. Through this unit we will develop an understanding of some business concepts and focus on the power of media to attract an audience.

Lesson 1

LI: to learn about branding in a business

Having a top selling brand is important to any business. Creating that image and ensuring your customers go along with it is crucial.

Video

Please watch this video on a brand called "Sunny Delight".

<https://www.bbc.co.uk/bitesize/clips/zj9xpv4>

DART

Business
making marketing decisions

Promotion, branding and technology

Branding

A **brand** is more than a logo or a slogan. Although customers will remember a business's logo and slogan, a brand also represents the characteristics and personality of a business. For example, customers may associate a brand with characteristics such as 'sophistication', 'fun', 'value for money' or 'premium quality'. A strong brand can be created by investing in successful promotion.



The value of a strong brand

A business may benefit from a strong brand in many ways:

- customers may instantly recognise the brand and what it represents
- customers may associate positive characteristics with the brand
- a well-known brand may become a first choice for customers, increasing **brand loyalty**
- customers may trust a strong brand
- a strong brand may allow a business to charge a premium for their products and services.

Many Business' have a slogan. Nike use the slogan "just do it". Tesco use the slogan "Every little helps". As a business you need to be able to **explain why** you are using that slogan.

Tesco have explained their reasoning below

Every little helps

Tesco adopted the now almost-legendary '**Every little helps**' slogan, which informed all its advertising and a shift in marketing focus from produce to customers. 15 Jan 2015

Can you state 5 slogans from different business below?

Now you need to think about your own business idea. Think about your reasoning for the choices you make. The table below will help you generate some ideas.

**What sort of business would you like to set up?
List 3 ideas. What are the pros and cons of each idea?**



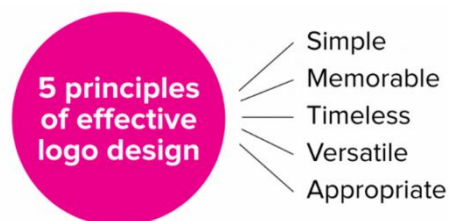
Idea	Advantages	Disadvantages

Which idea looks the best to you? Why?

Task

You will need to create a logo and slogan for your chosen business idea.

You can create your logo on a computer or on a piece of paper.



Can you name the logos below? Please label these...



Lesson 2

LI: to understand the 4 p's in the Marketing Mix

DART

Introduction to the marketing mix

The marketing mix is made up of the four Ps – product, price, place and promotion. It is a marketing tool used to attract customers to a business, and all four elements should be carefully considered in order for a business to be effective. The right marketing mix should work well together and each element of the marketing mix should complement the rest, for example the type of promotion will be applicable to the product being sold by a business.

The most effective marketing mixes constantly adapt to the ever-changing business environment. This could mean a business adapting their price, adopting new types of promotion, updating their product or changing distribution channels as required.



Video

<https://www.bbc.co.uk/bitesize/guides/z4wtmfr/video>

The product element refers to the products or services the business sells. Goods are a tangible item that a customer can physically touch, for example a mobile phone or a chocolate bar. In contrast, a service is an intangible product that cannot be touched, such as a spa day experience or having a haircut.

A business needs its products to stand out from the products of its competitors so that customers buy from it. To do this, a business creates a unique selling point (or USP). For example, a business might emphasise in its marketing that the bananas it sells are fair trade, and a web developer might be able to include artificial intelligence in a website.

Task

You need to think about the products for your business. Design your main product (This is known as a “hero product”) The product should define your brand. An example of a hero product is the Big Mac at McDonalds.

Draw your product and provide a written explanation of what is included. Whilst you are thinking of you hero product, what makes it unique? What is that all important USP?

Lesson 3

LI: to understand the price element of the marketing mix

DART

Price is the amount a business charges its customers for its product or service.

Prices are set according to how much a customer is willing and able to pay. Customers want value for money and this may mean a business needs to set low prices to generate high levels of sales.

However, some products require higher prices, as they are perceived to be high-quality, luxury goods. Examples include sports cars and designer bags. The general rule is that high quality usually means a high price whereas low quality usually means a low price.

Companies use pricing strategies as a way of making sales. For example, a company might lower its prices to increase sales and demand, or increase its prices as a way of making customers view its products as being of higher quality.

Factors that influence price include:

competition – a business may need to reduce its prices to compete with other businesses

customer opinions – about the product and its worth

brand image – some products can have a higher price because customers perceive the business' brand as desirable

availability – if a product is in short supply, this can drive up the price as customers are more likely to pay more for something in limited supply (eg a concert ticket)



Task

You will need to think about the prices of the items of food/drink you will sell. Your task is create a menu for the items of food that your business will sell. You can create the menu on the computer or on paper.

Think about your branding... What message are you trying to convey?

research "restaurant menus" – images using a search engine to help you get ideas.

Lesson 4

LI: To understand the promotion element of the marketing mix

DART

Promotion is the methods a business uses to create interest in its products and services among its customers and potential customers. The main aim of promotion is to either persuade customers to purchase, or inform about products.

This includes:

- TV adverts
- use of billboards
- social media activity
- influencers
- online video and banner adverts
- email advertisements
- sponsorship deals
- discounts and special offers
- branding

A business will use a mix of different promotion methods to increase its sales. Its chosen method will depend on the type of product or service on offer, the relative costs of the different methods and the size of the budget the business has. This is often referred to as the 'promotional mix' for a business.



Video

<https://www.bbc.co.uk/bitesize/guides/z4wtmfr/revision/5>

Task

Create a flyer to promote your business. Research existing flyers and how they are used to gain customers. Use this research to help you generate ideas for your own design.

Question

Do you think a flyer is the best way to promote your new business? If not... why?

The impact of technology on the marketing mix

Technological advances create many opportunities for businesses. This means that a business' promotional mix may need to change to enable it to interact with its customers through increasingly popular technologies (such as online messaging and digital advertising).

The use of social media has changed how much many businesses spend on traditional promotional activities (eg TV advertising) and on advertising in other media types (eg newspapers). Sponsorship and influencers on social media are commonly used as a means of promoting products and services.

E-commerce and digital communication

Examples of ways businesses may adapt to advances and trends in technology include:

- increasing use of e-commerce and m-commerce in businesses
- use of digital media to promote products and maintain consumer interest
- changes to a product's design to incorporate new technologies
- reduction of prices because of more efficient production methods
- introduction of more competitive pricing because of easy access to price comparisons across retailers

Task

Create a social media platform for your new business. Decide which platform you are going to use and explain why?

Can you create your first social media post for your business? Remember it is the grand opening! You want people to visit and spend their money!

Take a picture of your new platform and upload it to class charts.

After Easter we will be looking at designing a website for your new business using HTML/PowerPoint.