



BRENTWOOD
OPEN LEARNING COLLEGE

Assignment Cover Sheet

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Student Number:	29811
Course:	Business administration level 2
Assignment NO:	04

Marking Criteria:

We expect the learners to write minimum one well expressed point in three lines against each allocated mark. This means one needs to write 15 lines with 5 well expressed points to get high grades for a 5 marks question.

For high grades use examples and illustrations where

Marketing and Customer Services

1. what are the different types of market research?

There are 5 different type of market research and they are as followed, the first is market segmentation and this is then re-split into target market and segment characteristics, the second is product testing and this is important so that customers are getting products that are safe and trustworthy. Another important type of market research is advertising testing, know this can be a critical stage as it will show how the customers responded to different forms of advertising, a fourth is brand awareness and reach, know this means how aware the customers are of a brand and how far it is reached across the population of a country. The final and one of the most important is pricing research and this is because you need to see what the competition is like on similar items as well as what the best price is that can be offered on an item and still make profit on the item but still have an item that is affordable across an entire customer range.

2. Explain the factors that affect buyers behaviour

There are many different factors that can contribute to a buyer's behaviour and all are as important as the other. The first I believe that can contribute is Psychological know this can be anything from motivation to perception, learning, beliefs and attitudes, another main contributing factor is personal and this where a firmer understanding of the customer comes into it for example age of life-cycle stage to occupation, economic circumstances, lifestyle, personality and self-concept. A third factor that can affect a buyer's behaviour is the social aspect and this can be the reference groups, family, roles or status, the final possible contributing factor can be seen as cultural, subculture or social class system, know each of these factors have different impacts and all have to be thought through thoroughly to create the best outcome for a buyer. These different factors can affect any buyer in different ways depending on the circumstances within the scenario, so if for example something isn't within a certain price range you could run a chance of excluding a large part of the customer range which could then cause issues within the business as customers

feel excluded and unwelcomed due to a simple change in personal life style, or in the economic circumstances where there is inflation in prices, when you have increased prices on materials the cost of production can also go up which means the overall cost to make the product goes up meaning a price increase which can affect your whole market group.

3. What is the role of quality management in meeting customer needs?

Quality management ensures superior quality products and services. Quality of a product can be measured in terms of performance, reliability and durability. Quality is a crucial parameter which differentiates a business from its competitors. Quality management tools ensure changes in the systems and processes which will eventually result in superior quality of products and services. Quality management methods such as total quality management or Six Sigma have a common goal or for example to deliver a high-quality product. Quality management is essential to create superior quality products which not only meet but also exceed customer satisfaction. Customers need to be satisfied with your brand. Business marketers are successful only when they emphasize on quality rather than quantity. Quality management can help you turn prospects into loyal customers. It does so by continuously improving your products, incorporating changes and eliminating defects. Furthermore, it provides companies with the information they need to develop goods and services that customers want. In the long run, this helps increase your market share and gives your business a competitive edge. This can also help contribute to lower costs and increased profits an organization can implement quality management practices to identify areas of improvement in a variety of sectors, such as marketing and sales, research, manufacturing, maintenance, administrative and legal departments as well as finance and accounting. When this is applied consistently over time, these processes can reduce your costs and increase your profit. For example, a quality product will require less rework down the road, leading to cost savings and fewer warranty claims. Quality management can also help a customer needs by reducing risks that goes beyond choosing adequate business insurance coverage and investing in cutting-edge data security software. Once your products leave the building, there are plenty of risks to consider. Recalls, for instance, can result in significant long-term financial losses and affect the customer experience. They may also hurt your brand and reputation.

Case study

Mobile phones produced by a large American company are not selling well, as they were. What information the company research to help it decide on its future? Managers at Clifton leisure centre wants to attract more customers. They have improved the Gym facilities with updated equipment. They have also hired a new trained fitness instructor. One of the managers argue that before starting on their marketing campaign they should collect some information about their target customer which includes; the age range and occupation.

4. Prepare a marketing research plan for the above situation.

As mobile phones are one of the most key items in today's society it is important to fully understand the needs of the everyday public, so to start with they need to look at the main age range of the public they are attempting to sell to, this could be done through an online vote or even given to the public in paper format, this information then can be collected and analysed to see who is the best audience to sell to, while collecting this information they can see what is the most common occupation between the selected audience that is being looked into, this will give an idea also on what people can afford to purchase, the phone could not being selling well because of the price on the item and therefor being targeted to the wrong market. this plan could also be used to help the market research team at Clifton leisure centre, know this will be more to a specific audience rather than a wider audience. as the centre has been newly improved this can be

used to attract say an age range between 18-25, they can go out to this audience through advertisement and see what interest they get, they can also see what the fitness is like within the surrounding. being able to target where improvement is needed means they can see what can be done within the centre to attract more public. however, the business also needs to watch what budget they are spending, so by say doing a paper ballet they can do the research on the cheap by just using the main staff to go out, or they can also do online voting, by asking a series of questions to wither yes or no answers as well. the main target audience also need to see what benefits both the phone and the leisure centre are offering. so, for instance the benefits on the type of mobile that is failing could be due the fact there is another brand of mobile that is offering the same benefits but at a cheaper price therefore will seem more appealing to an audience that brings in less money within the household, if the competitors have done their research correct they will be able sell more effectively, but they need to know genuinely what the customer wants, it's okay showing them what they could possible need if they don't know what they need themselves.

5. How important it is for them to classify the centre's users?

It is extremely important for the centre to classify the users as they need to be able to understand the audience that is using there facility's, so if there is a younger audience using it they know they will be able to bring in more instructors that are there to do personal training sessions, or if they are attracting a slightly older audience they know they can then put on more classes for example yoga, dance, swimming classes and so on. once you understand what the public needs you can then adjust to their needs, the public once they see improvement and new ideas coming through will be able to express more of an interest in the centre than what they have done previously. it is also important to classify the users of the branch as you can then look at prices of the facility, which if you can lower the costs of being able to use say the swimming pool by bringing in a wider audience for that area will then enable the business to lower different cost within other areas, this will also show improvement and bring in suggestion's from the public that you may have not got in any other format.

Student Statement:

By submitting this assignment, I confirm that this is my own work.

Student Signature	Jessica Attfield	Date	21.05.2019
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For Tutor / Assessor Use Only

Total Marks	
Marks Obtained	
Percentage / Grade	

