



# BUSINESS – YEAR 12

## GCSE TO A LEVEL

Over summer, please complete a short business report on the title:

Effective use of the Marketing Mix in

(name of business)

The Marketing Mix consists of the four Ps of marketing:  
**Product, Price, Place and Promotion.**

Research a business of your choice and write a report on each element of the marketing mix. Discuss how it uses it to help sell its products/services and say whether you think this is effective or not.



Use the subheadings: Product, Price, Place and Promotion to organise your work and answer the questions below.

Fully explain your answers using examples from the business and justified opinions.

**Do the Marketing Mix of the four Ps (Product, Price, Place and Promotion) help the business towards its success?**

**Product:** What are the main products/services your business sells? Who are its main customers (characteristics)? Does the business sell high-quality/low-quality products?

**Price:** Does the business price its products higher than the market average or lower than the market average?

**Place:** Where does the business sell their products/services?

**Promotion:** How does the business promote/advertise its product? Do they have a strong brand name?

**Your report should be between 700 and 1,000 words.**