

Website: www.portakabin.co.uk

Portakabin

Promoting the brand

Content area

- Marketing Mix
- Promotion
- Market research
- Public Relations

Method

This resource can be used for general classwork, homework or for even learning skills for investigation.

It is a good simple exercise in bringing the various terminologies together in understanding what it means, and how it can be used in context. This allows the pupils to bring out more in discussion and understand that the topics covered in Business Studies are not insular. The outcome will be by differentiation.

First Activity:

Using the case study and any other resources, define the following words:

Entrepreneurship; market; trademark; market leader; construction; customer; brand; USP; made to order; competitors; consumers; B2C; B2B; economies of scale; centralised; procurement; impulse buy; promotion; market share; primary research; secondary research; survey; questionnaire; focus groups; total quality management; tactics; aims; objectives; strategy; marketing mix; repeat purchases; target audience; budget; above the line; below the line; media; advertising; trade journals, sales promotions; BOGOF; direct mail; mail shots; PR; sponsorship; press release; product orientated; customer orientated; product endorsement; promotional campaign; audience; target market; value added; return on investment.

Second Activity

Once you have completed the definitions link the following words together to form a paragraph. The words do not necessarily have to be in any order but must be in context of Portakabin.

Questions

1. Market orientated products and product orientated products are different. Using examples explain how these two products are different.
2. What is the difference between a market leader and market follower?
3. What product does Portakabin sell?

4. What is its USP?
5. Who are Portakabin's customers?
6. Why is it important for a company to do some market research?
7. Give two examples of market research that Portakabin does.
8. Using examples, explain the difference between above the line and below the line promotion.
9. Why is it important for a company to focus on a target audience?
10. What are the differences between aims, objectives, strategy and tactics?
11. Portakabin works hard on its brand image. Why is this so?