

Portakabin Answers

1. What is the difference between a market leader and market follower?
A market leader has the majority of the market, generally sets the trends and the prices. The followers generally follow the trend being set by the market leader.
2. What product does Portakabin sell?
Portakabin sells accommodation in the form of modular buildings.
3. What is its USP?
The modular buildings can be added to and adapted and therefore adapted to the customers needs.
4. Who are Portakabin's customers?
Potentially anyone who needs an extra building.
5. Why is it important for a company to do some market research?
SO they know who they are selling to and what the customer wants and how much they are willing to pay.
6. Give two examples of market research that Portakabin does.
Questionnaire, telephone and focus group
7. Using examples, explain the difference between above the line and below the line promotion.
Above the line promotion is a promotional activity that is usually paid for and is run from outside the business e.g. a television campaign.
Below the line promotion usually comes from within the business e.g. word of mouth, telesales, personalised letters and leaflets within the store.
8. Why is it important for a company to focus on a target audience?
They know who their potential customers are and save money by focusing on them.
9. What are the differences between aims, objectives, strategy and tactics?
Aims are the long term goals, objectives are the short term goals, strategy is the plan and tactics are the minor tweaks to the strategy.
10. Portakabin works hard on its brand image. Why is this so?
So that it is distinguishable from their competitors and if anyone wants a modular building, they will think Portakabin.