



THE TIMES 100

BUSINESS CASE STUDIES

Introduction to marketing - teacher guide (Portakabin)

GCSE activity – leaflet

Independent enquirers	Team workers	Effective participants	Self managers	Reflective learners	Creative thinkers
✓			✓		

‘A’-Level activity – research project

Independent enquirers	Team workers	Effective participants	Self managers	Reflective learners	Creative thinkers
✓	✓			✓	

Introduction to marketing worksheet

1. Marketing and innovation
2. To seek out new customers and to provide exceptional service to retain existing ones
3. Manufacturing, education and health
4. Results in increased recommendations which then drive sales
5. Focus groups
6. Mystery shoppers are researchers who pose as normal customers to find out if an organisation is providing good customer service
7. The Portakabin Customer Charter promises buildings will be delivered on time and on budget. It has built in penalties if it does not meet these requirements. This sets it apart from its competitors and builds customer trust.
8. Higher prices reflect the premium building quality and service that Portakabin offers.
9. Direct mail, email, public relations, targeted web pages, you tube videos and open days
10. So that customers are never more than an hour's drive away from a hire centre. Service teams are therefore close by so issues can be resolved quickly.



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Quick quiz

1. What is the definition of marketing? *The management process responsible for identifying, anticipating and satisfying customer requirements profitably*
2. Give two ways of segmenting a market. *Age, gender, geography, income, lifestyle etc*
3. What are the two main types of market research? *Primary and secondary*
4. Focus groups and surveys are examples of which type of market research? *Primary research*
5. What does the 'I' of AIDA stand for? *Interest*
6. What does USP stand for? *Unique selling point/proposition*
7. What does the 'D' of AIDA stand for? *Desire*
8. Which of the four Ps is concerned with raising awareness and increasing sales? *Promotion*
9. Which of the four Ps is concerned with getting the right functions and features for the customers? *Product*
10. Which type of promotion includes issuing press releases? *Public relations*