



Unit: Marketing in Business

Assignment title: Expanding the Tudor Bean

June 2016

Important notes

- Please refer to the *Assignment Presentation Requirements* for advice on how to set out your assignment. These can be found on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You must read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensure that you acknowledge all the sources that you use in your work. These documents are available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You **must** complete the *Statement and Confirmation of Own Work*. The form is available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- Please make a note of the recommended word count. You could lose marks if you write 10% more or less than this.
- You must submit a paper copy and digital copy (on disk or similarly acceptable medium). Media containing viruses, or media that cannot be run directly, will result in a fail grade being awarded for this assessment.
- All electronic media will be checked for plagiarism.

Introduction

Tudorville is a medium-sized, rural town, renowned for its town centre, which is full of authentic medieval buildings. The town draws a high number of tourists during the summer but its main income is from day visitors, attracted to the wide variety of local and chain shops, all housed in beautiful, historic buildings.

Scenario

The Tudor Bean is a family-owned coffee shop, situated in the heart of Tudorville's main shopping area. It has traded very successfully for over ten years, succeeding in attracting a loyal customer base from both shoppers and staff in the local retail stores. Although there are several well-known coffee stores located close by, the Tudor Bean has maintained its customer base over the years and sales (and profits) have remained healthy since it became established in the area.

With the growth in coffee shops all across the country, the Tudor Bean's owners are not complacent. They regularly monitor their customer base, which is primarily made up of shoppers aged 25 plus. Tudorville and its surrounding area is relatively affluent, which perhaps explains why visitors to the Tudor Bean are not overly price-sensitive but seem to be more concerned with standards of service and customer experience. Also, the town and thus the café get many overseas visitors, so staff need to have an understanding of foreign cultures.

The owners actively seek feedback from their customers which consistently indicates that the shop rates highly in quality of consumables, personalised service, and physical surroundings. Customers especially value the personalised service and furniture/décor designed to help them relax after shopping. For example, the shop has tables which have hooks underneath, ideal for hanging shopping bags. This unusual feature forms part of the promotional message for the Tudor Bean, with shop signs and local media advertising encouraging shoppers to 'come inside and hang around for a while!'

The shop is managed by the husband and wife owners, assisted by some carefully selected and trained part-time employees. A key part of that training is close attention to ensuring customers feel relaxed while on their 'shopping-break'. Part-time staff members are recruited with an eye to their 'people skills', and all are expected to be cheerful and chatty with a focus on helping customers feel welcome, and encouraging them to return whenever they shop in Tudorville. The owners feel this is a key element in the shop's success over the years, and something which separates their product from that of local and chain competitors.

As part of an exciting new development for the region, Tudorville Council has encouraged a large amount of investment funding for the development of a new business district, near the town's train station. This includes several new multi-story office blocks, to be occupied by national and international finance and investment businesses. It also contains some small retail units (primarily designed to service the new business district). The Tudor Bean's owners see this as an opportunity to expand, but they are concerned about whether or not they will be able to replicate their success in a new operating environment. Clearly, the new shop would have a different clientele, almost certainly with different needs and wants. So, before the owners apply for a lease in one of the new retail units, they have sought professional advice from your firm of marketing consultants.

Task 1 – 25 Marks

Using accepted tools and models, advise the owners on relevant factors which they should consider in their decision-making when it comes to opening up a site in the new business district. You should discuss any internal and external situational factors which need to be considered before deciding on their proposed business expansion.

Task 2 – 15 Marks

Advise the owners on the importance of market research in formulating their plans to open up the new site. Suggest a range of appropriate methods which they might use to inform their decision-making.

Task 3 – 30 Marks

Using the services marketing mix as a framework for your answer, advise the owners on how they can replicate the brand strengths of their existing shop, whilst developing what is essentially a new product, aimed at a new target market. You should also address factors which differentiate business-to-business and business-to-consumer marketing.

Task 4 – 10 Marks

Discuss the differences between marketing products to local and international market segments. Your advice should highlight key considerations for the owners in the design, delivery and promotion of the new 'product'.

Task 5 – 15 Marks

Summarise the range of communication methods available to promote the proposed new shop. Make recommendations to the owners about which methods would be most appropriate, and how these might be applied in an integrated communications strategy.

Task 6 – 5 Marks

Be sure to present your submitted assignment correctly in a business report format. This includes checking the references you have used, as well as your spelling and grammar, before submitting your work.

Guidance

Consult with your tutor if you are uncertain about any aspect of this assignment. Please note that this is a fictional company.

Submission requirements

Answers should be presented in a clear and professional manner, ideally in a business report format, as stated in the assignment.

The word count for your report is **4000 words**.

Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

- Have you read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensured that you have acknowledged all the sources that you have used in your work?
- Have you completed the *Statement and Confirmation of Own Work* form and attached it to your assignment? **You must do this.**
- Have you ensured that your work has not gone over or under the recommended word count by more than 10%?
- Have you ensured that your work does not contain viruses and can be run directly?