



Business & Computing Examinations (BCE)

LONDON (UK)

BCE Marketing Plan

BCE *Internal Document* which details future business plans, customers, plans to enter the market, business strengths, weaknesses, opportunities and threats; market position, competitors and marketing schedule and responsibility highlights.

BCE Marketing Strategy

BCE Marketing Strategy Template

Question	Explanation	More information
Summary		
Products/services	What products/services the organisation is selling? What is the anticipated demand for the products/services? These answers should briefly summarise answers under the main products/services section.	
The Future		
Vision statement	The vision statement briefly outlines the future plan for the business. It should state clearly what the overall goals for the business are. To keep it brief one may prefer to use dot points in the summary.	
Goals/objectives	What are the short and long term goals? What activities will the organisation undertake to meet them?	
The Market		

Question	Explanation	More information
Target market	Who is the organisation selling to? Why would they buy the organisation products/services over others? This answer should briefly summarise the answers under the main Market section.	UK National Statistics Publication www.statistics.gov.uk/
Marketing strategy	How does the organisation plan to enter the market? How does the organisation intend to attract customers? How and why will this work? This answer should briefly summarise the answers under the main Market section.	UK government initiatives to promote SMEs www.ukbusinessgrants.org www.eef.org.uk www.bis.gov.uk
Question	Explanation	More information

The Finances

The Finances	<p>Briefly outline the sales forecast. How much money will the organisation need up-front? Where will the organisation obtain these funds? What portion will the organisation be seeking from other sources? How much of the organisation's own money is being contributing towards the business?</p> <p>Answers can be quite brief in the summary. They should give the reader a quick idea of the current financial position. Where the organisation is heading financially and how much is needed to get there. The organisation can provide more detail in the main Finances section.</p>	<p>Enterprise Finance Guarantee (EFG) Enterprise Capital Funds (ECFs) Regional Growth Fund www.bis.gov.uk/</p> <p>Capital for Enterprise www.capitalforenterprise.gov.uk/</p> <p>Businesses and self-employed Information about starting up and running a business in the UK, including help if self employed or a sole trader. www.gov.uk/browse/business</p>
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The Business

Question	Explanation	More information
Business Overview		
Business Overview	Who are the current business owners? What does the business do/sell? Where it is located? How long has it been operating?	
S.W.O.T. Analysis		

Question	Explanation	More information
S.W.O.T. analysis table	List each of the businesses <i>Strengths, Weaknesses, Opportunities</i> or <i>Threats (S.W.O.T)</i> in a table. For example: Strengths: (e.g. experience in the industry). Weakness: (e.g. location of the business). Opportunity: (e.g. new export opportunity available). Threat: (e.g. new competitor entering the market).	
S.W.O.T. activity sheet	List each weakness/threat, the activities the organisation will undertake to reduce/address each and the date of expected completion.	
Product/services		
Product/services table	List each product/service the business currently offers. Provide a description and unit price amount for each.	
Market position	Where do the products/services fit in the market? Are they high-end, competitive or a low-cost alternative to the products/services offered by competitors? How does this compare to competitors?	
Unique selling position	How will products/services succeed in the market where others may have failed? What gives products/services a distinctive edge?	
Anticipated demand	What is the anticipated quantity of products/services customers are likely to purchase? For example, how much will an individual customer buy in 6 months or 12 months?	

Question	Explanation	More information
Pricing strategy	<p>Does the organisation have a particular pricing strategy? Why has the organisation chosen this strategy?</p> <p>To help, develop the pricing strategy, refer to the customer research, market position, anticipated demand and costs/expenses to get an idea.</p> <p>Whatever strategy is used when setting price, the organisation will also need to adhere to any relevant fair trading legislation or codes of conduct.</p>	<p>The Office of Fair Trading www.oft.gov.uk/ Fair Trading Act 1973 - Legislation.gov.uk</p> <p>Marketing and advertising: https://www.gov.uk/marketing-advertising-law</p> <p>Competition Matters www.bis.gov.uk › Policies › Business Law ›</p> <p>Business guidance Trading Standards Institute www.tradingstandards.gov.uk</p>
Value to customer	How do customers value the products/services? Are they a necessity, luxury or something in between?	
Growth potential	<p>What is the anticipated percentage growth of the product in the future? What will drive this growth?</p> <p>To help determine this growth potential, the organisation could refer to the region/industry research to get an idea of any industry/regional growth that could affect the business in a positive way. The organisation could also look up any social trends that may have a positive affect on the business.</p>	<p>Download the Social Trends series from the UK National Statistics www.statistics.gov.uk/.</p>
Sales/marketing personnel		
Sales/marketing personnel table	List the current staff in a table. Outline each job title, name of the employee in the position and the main responsibilities related to the position. The organisation may also like to attach a copy of their CVs to the back of the plan.	<p>Visit Government website on employment statistics. Office for National Statistics www.ons.gov.uk</p>

The Future

Question	Explanation	More information
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Question	Explanation	More information
Vision statement	What is the business' vision statement? It should briefly outline the future plan for the business and include the overall goals.	
Mission statement	What is the business' mission statement (i.e. how will it achieve the vision)?	
Goals/objectives	What are the short and long term goals? What activities will the organisation undertake to meet them?	

The Market

Question	Explanation	More information
Unique selling position	How is the business unique in the market? What differentiates the product/service from others in the market? What makes the business stand out from the competition? What product gap or service need does the organisation fill for the customers?	

Organisation customers/clients

Customer demographics	Define who the target customers are and how they behave. Include age, gender, social status, education and attitudes. What are their lifestyles, activities, values, needs, interests or opinions? Where are they located?	Download the Social Trends series from the UK Government Statistics website. Go to www.statistics.gov.uk for UK Social Trends
Key customers	Identify key customers. (These can be large customers of the products or individuals whose satisfaction is key to the success of the business). How will the organisation target the products/service to them? How will the organisation deliver the product/service to them?	
Customer management	How will the organisation maintain a good relationship with the customers? What techniques will the organisation use? How will the organisation keep customers coming back? Has the organisation introduced customer service standards? Does the organisation follow any particular code of practice?	Visit www.direct.gov.uk/ Customer Service and Codes of Practice pages.

Organisation competitors

Organisation competitors	How does the organisation rate against its competitors? How can the business improve on what it is offering?	
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Question	Explanation	More information
Competitor details table	<p>List at least 5 competitors in a table. For each competitor enter:</p> <p>Competitor: Competitor name.</p> <p>Established date: When were they established?</p> <p>Size: Number of staff and/or turnover.</p> <p>Market share (%): Estimated percentage of market share.</p> <p>Value to customers: Unique value to customers. Why customers would do business with the organisation competitor? For example: convenience, quality, price or service?</p> <p>Strengths: What are the competitor's main strengths?</p> <p>Weaknesses: What are the organisation's competitor's main weaknesses?</p>	
Market research	<p>What statistical research has the organisation completed to help analyse the market? Did the organisation use a survey/questionnaire? If so, may like to attach a copy of the survey/questionnaire to the back of the plan.</p>	<p>For Market research data analysis, go to https://nationalcareers.service.direct.gov.uk where one can analyse statistics that have been collected through market research surveys.</p>
Market targets	<p>Outline the planned sales targets. These targets need to be realistic and achievable. What quantity of the products/services does the organisation plan to sell in a planned timeframe? Are they monthly or yearly targets? For example, the organisation may set itself a goal of selling 1 000 products in 12 months.</p>	
Environmental/industry analysis	<p>Detail the results of the market research the organisation has performed. Is the area experiencing population growth? Are there long-term employers in the area? Is the region's economy stable? Are there seasonal variations?</p> <p>What is the size of the market? What recent trends have emerged in the market?</p> <p>What growth potential is available and where does the organisation fit in? How will the market/customers change when the organisation enters the market? What external factors will affect the customers?</p> <p>A good place to start when researching the regional profile is the National Career or Statistics website. The regional profile information includes economy, population/people, industry and environment/energy statistics.</p>	

Question	Explanation	More information
Marketing strategy	<p>What is the overall marketing strategy? What steps or activities will the organisation undertake to achieve goals/objectives? For each marketing activity/milestone:</p> <p>Marketing activity/milestone: Print advertising, online advertising, mail-out, giveaway, media release, event, website, blog/social media, public relations, branding and artwork, or publications and catalogues.</p> <p>Person responsible: Who is responsible for completing this task?</p> <p>Date of expected completion: When does the organisation expect to complete the marketing activity?</p> <p>Cost (£): Estimated cost of activity.</p> <p>Success indicator: What indicator/ measurement result will need to be met before this activity is considered a success?</p>	Go to www.businesslink.gov.uk for more information on Marketing and Advertising
Advertising and Sales		
Advertising and promotional strategy table	<p>For each promotion/advertising:</p> <p>Planned promotion/advertising type: What is the promotion/advertising type being used (e.g. Print media advertising, online advertising, SMS, mail-out, giveaway, media release, social media campaign or event)?</p> <p>Promotional strategy: Why has the organisation decided to use this promotion/advertising type? How and when will the organisation use it? What is the strategy behind this? Who will upkeep the social media presence?</p> <p>Expected business improvement: How does the organisation expect it will improve the business success?</p> <p>Cost (£): What is the cost of each planned activity?</p> <p>Target date: When does the organisation expect to complete each activity?</p>	
Social media strategy	<p>What does the organisation want to achieve/communicate (brand awareness, online sales etc)? What social media tools do the customers use (e.g. Blogs, Twitter, Facebook etc)? What strategies can the organisation use to network and communicate effectively with these customers? Who will upkeep the social media presence? Does the organisation have internal staff or would need to engage an external organisation?</p>	
Sales strategy	<p>What sales techniques does the organisation use? What are the strategies behind these techniques? How is this different/better than the competitors?</p>	

Question	Explanation	More information
Sales and distribution channels table	For each channel enter: Channel type: What channel will the organisation be using (e.g. Shopfront, internet, direct mail, export or wholesale)? Products/services: List all the products/services sold via this channel. Percentage of sales: What percentage of overall sales does the organisation expects to sell via this channel? Distribution strategy: Why has the organisation decided to use this channel type? How and when will the organisation use it? What is the strategy behind using this channel type for this particular product/service?	
The Finances		
Finances	To complete the finances portion of the marketing plan, the organisation should rely heavily on the financial statements and projections. The following sites can provide with a start-up costing, balance sheet profit and loss, cash flow and a break-even analysis templates:	Sites which have information on Business Plan Business Link : www.businesslink.gov.uk/online.businesslink.gov.uk > Home > Starting up > Business planning https://www.gov.uk/write-business-planCached https://www.gov.uk/farm-business-and-financial-planning
Question	Explanation	More information
Price	What price has the organisation determined for the products/services? Does this price take into account all the costs including personal, start-up, operational, cash flow and working capital? Has the organisation also allocated a profit margin in the costing? What price will the target market bear? Do the prices take into account any seasonal variation to the suppliers' costs?	
Expected sales	What are the expected sales? When does the organisation hope to achieve these figures? Are there seasonal influences?	

Question	Explanation	More information
Marketing budget [YEAR]	Using a table The marketing budget should contain a list of suggested marketing items the organisation will use.	

Monitoring/measurement activities

Question	Explanation	More information
Monitoring/ measurement activities	<p>Reviewing the impact of marketing should be a periodic activity. List the details of each review. For each marketing activity:</p> <p>Marketing activity: Print advertising, online advertising, mail-out, giveaway, media release, event, website, blog/social networking, public relations, branding and artwork, or publications and catalogues.</p> <p>Date of review: (e.g. Month/Year or 6 monthly).</p> <p>Monitoring methods: What tools did the organisation use to measure/monitor the impact of the marketing activities?</p> <p>Review outcomes: What were the results for the promotional period? What were the sales/profit figures? How many new/repeat customers did the organisation receive? How many visitors to the website?</p>	

Supporting documentation

Question	Explanation	More information
Supporting documentation	List all of the attachments here. These may include CVs, customer survey/questionnaire and/or financial documents.	