

**Higher Business Management - Assignment**  
**Candidate Evidence for Webinar**

## Exemplar – Introduction

### Introduction

The purpose of the report is to assess the impact that the carbon emissions scandal has had on Volkswagen using a SWOT Analysis and this will allow us to see the potential threats and opportunities that the business has to grow and overcome their current issues.

Volkswagen is a German car manufacturer based in the city of Wolfsburg. The business was created in 1946 and has continued to grow to this very day and is now currently the second largest automobile manufacturer in the world and reaps in large profits.

Volkswagen is currently affected by a carbon emissions scandal where it was found out that Volkswagen had put machines into use where the cars could appear to emit low levels of CO<sub>2</sub> on certain tests for the car and this has had an effect on the profits made by the business and by using a SWOT analysis it is possible to see the strengths, weaknesses, opportunities and threats that could have an effect on the business and we can easily see how the business can grow through its opportunities.

## Candidate A - Introduction



### Introduction

This report will investigate how Gucci promote their products. The analytical technique I will use is a SWOT analysis which will show the strengths, weaknesses, opportunities and threats of the company. I will also discuss what the company can do to improve their weaknesses and threats. Gucci is the biggest selling Italian brand, with around 278 directly operated stores worldwide. They also wholesales their products through franchisees and upscale department stores. In the Forbes World's Most Valuable brands list, Gucci is placed 38<sup>th</sup> with a brand value of \$12.4 billion.

## Candidate B - Introduction

### Introduction

This report will mainly focus on how effective the marketing mix of Asda is with particular emphasis on pricing. Particularly, the pricing strategies and the different promotional offers that are used by Asda will be investigated. In the course of this report I am mainly going to base my findings on the Asda which is located in Alloa, Clackmannanshire.

Asda is currently one of the biggest chains of Supermarket in the UK, which was founded in 1949. Asda sells a range of food items as well as branching out into technology, clothing and other household items. The supermarket is the second largest supermarket chain in Britain, by market share. The supermarket retailer is American owned, but British founded. Currently the company employs 180,000 workers in 603 locations situated all over the UK. The 1970's was when Asda began to expand and by 1981 the company had opened 81 stores. Asda's close competitors include Tesco, Sainsbury and Morrisons. Asda have very much focused their market promotions on price alone and due to this, the company prides itself on its 'Save Money, Live Better' slogan. For the past 16 years Asda has been awarded many prestigious awards including: the Lowest Priced Supermarket by 'The Grocer' magazine and the Community Retailer of the Year for 3 successive years. Asda is a family friendly Supermarket which aim to target their products at all ages and for all different types of people, their different ranges and brands of goods are a key feature as to why they attract such a diverse range of customers to their stores.

A SWOT analysis will be used which will address the strengths, weaknesses, threats and opportunities of this business. These items will be addressed by looking at both the external and internal factors of the marketing mix for Asda. I am using a SWOT analysis to identify the internal strengths and weaknesses, as well as the external opportunities and threats of Asda, in terms of the promotional offers and pricing strategies which Asda use.

### Exemplar – Research

I was able to gather further secondary information from website newspaper articles written by the Wall Street Journal. These news articles were up-to-date as they were written and published in very recent months giving the source more accurate and current information. These articles were accessed by typing key words of the topic into the search bars of the Wall Street Journal.

### Candidate C – Research

Site visit to head office in Loughborough	Allows physical view of what goes on within the head office and aids understanding of the process as a whole	Can walk around and see the office for myself without bias descriptions, allowing me to form my own opinions of PBB including their quality control systems and customer services but can also ask questions and gain further detail instantly	However site visits are very time consuming for me as I have to travel down to the office which means it is an inconvenience for me to spend so much of my time traveling and not getting answers to my questions.
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### Candidate D – Research

#### Research Methods

My main type of research that I carried out was desk research. One type of desk research I used was to get information from appropriate websites. I have used government websites as they have reliable information which has been checked by officials and the information is correct. I didn't use websites that are not checked as they could provide me with false information. I have also used Morrison's website to get information and figures regarding their company. The information is reliable and accurate; however it can be bias as Morrisons may only want to publish good things about themselves. Therefore, to get a balance I used other websites such as The Telegraph to get facts figures regarding Morrison's profits, market share percentage and competition. All of these methods are cheap, reliable and can be easily accessed 24/7.

### **Exemplar – Analysis and Interpretation**

A survey which I conducted showed that 25% of people were not happy with the quality of the products they were receiving in Asda's 'smart price' range (Appendix 4). This shows that Asda are failing to satisfy around a quarter of their customers with their low price strategy, which will decrease the sales of Asda's products as dissatisfied customers will just go elsewhere. This also suggests that a low price is not the only thing customers are looking for, they expect a good quality product for what they are paying.

### **Candidate E – Analysis and Interpretation**

From the Next website it states that next has a goal to "Improve energy efficiency and reduce energy use". I believe this shows that Next are trying to help the environment by saving energy. Through my research I have found that H&M has a similar goal and have made improvements with their energy saving. This shows that H&M and Next are both retailers that think energy saving is very important to the environment. This is also shown on my competitor analysis table.

From the next website they say one of their targets is "to send less than 5% of operational waste to landfill by 2015". I believe this shows that Next is committed to stop land pollution as they want as little waste in landfills as possible. From the research I've done, I couldn't find information about

H&M sending waste to landfills. This means that H&M could have more effective ways of putting their waste.

### **Candidate F – Analysis and Interpretation**

From my field visit, I found that Asda's promotions were very clearly displayed on billboards which were displayed on roads close to the supermarket (Appendix 5). This means that the customers are always aware of the current promotions which are available throughout the store, and this increases customer satisfaction as customers can base their shopping around the offers. This also suggests that Asda can entice new customers into their supermarket if they are displaying billboards on busy roads, and this will create increased awareness about Asda.

### **Exemplar – Conclusions/Recommendations**

Another conclusion is that, Asda was scored 4/5 by 'which?' for its value for money, and this score was higher than all three of Asda's main competitors which showed that generally the majority of customers are happy with what they are paying for. This also shows that Asda are standing by their slogan of 'save money, live better', which means that customers will be more enticed to shop at Asda because they are getting value for money. Furthermore, high customer satisfaction means that customers will stay loyal to the supermarket and will not shop elsewhere, therefore retaining the supermarket's high market share.

Although Asda's 'price back guarantee' is a very successful promotional tactic, I found that from my research customers were unhappy that Aldi and Lidl were not included in the 'price back guarantee' and Asda may not have been the cheapest supermarket if all the supermarkets were included in the price comparison. I would recommend that the 'price back guarantee' includes Aldi and Lidl, as they are increasingly getting more popular and consumers are switching to the cheaper supermarkets as they believe that they are getting a better deal. The inclusion of Aldi and Lidl would also mean that customers could get an accurate comparison of where their shopping would be the cheapest.

### **Candidate G – Conclusions/Recommendations**

Because Tesco's brand guarantee scheme has effectively been given a black mark due to the terms and conditions of it, I would recommend that Tesco fix this by altering the terms and conditions, or by making them completely clear to the customer to avoid confusion. However, this could be costly, and so Tesco would need to evaluate their options and find the simplest and most cost effective way to do so.

### **Candidate H – Conclusions/Recommendations**

Findings from the H&M website shows that saving water and energy has been done by H&M. however I suggest that if the retailer focuses more on saving water and energy, as they can achieve less waste. This may lead to a better environment and a better reputation for H&M.

Findings from the H&M website show that they are against animal testing of their products. However I suggest they support funds that are against animal cruelty just like Next do with the Fund for the Replacement of Animals in Medical Experimentation. This may allow H&M to get publicity from fund they choose.