

BTEC National Level 3 Business

PRACTICE ASSESSMENT

Unit 2 Developing a Marketing Campaign
Part B



Part B

Set Task Brief

You must complete ALL activities

You will need to refer to the additional task information on the following pages and your notes from the research and preparatory work undertaken in Part A.

Activity 1

Prepare a rationale for the marketing campaign for the launch of MamaTone's new fitness classes.

This should include:

- **marketing aims and objectives**
- **research data on the market, to include:**
 - an analysis of your research using appropriate tools
 - target market
 - size, structure and trends
 - competition
- **evaluation of the reliability and validity of the information researched**
- **justification for your rationale**

(Total for Activity 1 = 34 marks)

Activity 2

Based on your rationale from Activity 1, you must produce a plan for your marketing campaign for **MamaTone**, which should include appropriate:

- **marketing mix**
- **marketing message**
- **expenditure budget**
- **selection of media**
- **timescale**

You must produce this plan in an appropriate written format for the owners of **MamaTone**.

(Total for Activity 2 = 36 marks)

TOTAL FOR PAPER = 70 MARKS

Part B

Set Task Information

The Market for Health and Fitness

The Health and Fitness industry in the UK has experienced strong growth in recent years, with 2016 seeing an increase in the number of fitness businesses by 4.6% and an increase in the overall market value of 6.3% to an estimated £4.7bn. More people than ever are joining gyms, and now 1 in every 7 people in the UK is a member of a gym.

The growth of this market is largely being driven by low cost gyms, offering more flexible memberships and opening times that suit a busy lifestyle. Low cost gym providers now account for 35% of the overall market.

Research into customer motivations shows that over half of members (54%) have joined their club to improve general fitness and health, 44% have done so to lose weight or tone up. One in four (26%) say they are looking to relax or de-stress and 14% are looking to meet people and socialise.

While the fitness market is dominated by large national chains, there is a growing trend for specialised fitness classes and gyms that are gaining popularity across the UK.

Developing a Fitness Niche

The following information relates to MamaTone, a small fitness business offering mother and baby classes.

MamaTone is the new name for a business owned and managed by Natalie Parsons. Natalie started teaching fitness classes across North Yorkshire 12 years ago, but has found that the popularity of her Zumba and Body Pump classes has fallen due to the growth and availability of low-cost gyms in the area.

The falling popularity has meant that Natalie has faced financial difficulties and is looking to diversify her business by targeting the trend for exercise classes where new mums can exercise with their babies.

Natalie has completed a course in post-natal fitness and is now qualified to teach these classes and also train other fitness instructors. She intends to train a close friend who has just completed a BTEC in Sport to work with her to design and teach the new MamaTone classes.

Natalie has two options when developing a pricing strategy for her classes:

EITHER

- 1 A 'pay as you go' system where customers would pay £4.50 for each class and drop in to the classes on an ad-hoc basis

OR

- 2 A class subscription system, where customers would be asked to sign up for a 6 week programme, paying a one-off fee of £25

Natalie has identified £35,000 as an initial marketing budget, and hopes that she can use this to promote her brand to new mums in the North Yorkshire area.

What are Mother and Baby Classes?

These are relatively new fitness classes designed to help mums to regain their fitness levels and lose weight after having a baby. Mums are able to bring babies along to the classes and the exercises often involve lifting their baby, or completing the exercises while their baby is in a sling or carrier.