

# OBJECTIVES JAM

It is important that you fully discuss the objectives you've chosen with a justification. Use the JAM template below to practise this skill for each of your three objectives:

<b>Objectives</b>	<b>Justify</b>	<b>Analyse in context (case study)</b>	<b>Make reference to research</b>
<i>Example</i> To increase brand awareness with 1 in every 5 new mums in North Yorkshire being familiar with the MamaTone brand name in 12 months time.	Being a new brand, the business will need to build up awareness with their target market so that they can begin to attract customers	Natalie's previous fitness business faced financial difficulties due to competition from low-cost gyms (part B) and there is a growing trend for more specialised classes (part A), so by focusing on creating awareness of her more specialised brand, she may find her sales increase and she improves the profitability of her fitness business.	I found through my market research that there is a growing trend for exercise classes with babies, such as the 'Buggy Fit' brand, so Natalie will need to develop her brand name and create awareness so she can stand out from competitors in the area.
<i>Objective 1</i>			
<i>Objective 2</i>			
<i>Objective 3</i>			