

| Pearson BTEC Level 3 Nationals | |
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| Write your name here | |
| Surname | Forename |
| Level 3 | |
| Learner Registration Number | Centre Number |
| <input type="text"/> | <input type="text"/> |
| Business | |
| Unit 2: Developing a Marketing Campaign | |
| Certificate/Extended Certificate/Foundation Diploma/ Diploma/Extended Diploma | |
| Sample assessment material for first teaching September 2016 | |
| Part B | |
| Marks | |
| <input type="text"/> | |
| Supervised hours | |
| 3 | |

Instructions

- Part A will need to have been used in preparation for completion of Part B.
- Part B contains material for the completion of the set task under supervised conditions.
- Part B should be undertaken in 3 hours during the assessment period of 2 days timetabled by Pearson.
- Part B is specific to each series and this material must only be issued to learners who have been entered to undertake the task in the relevant series.
- Part B should be kept securely until the start of the 3-hour supervised assessment period.

Information

- The total mark for this paper is 70.

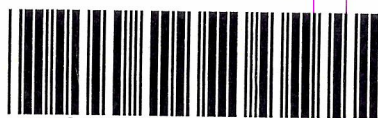


Paper reference

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Pre-release

Part A Set Task Information

The ice cream market

On average, each person in the UK eats nine litres of ice cream every year. This is just a quarter of what they eat in New Zealand, the world leaders, and less than almost every country in Europe. Even Finland, not known for its balmy summers, sells double this amount of ice cream.

Of the people in the UK who buy ice cream, 49% buy tubs, while ice cream sticks are bought by 51%, 35% love a cone, 31% buy lollies and 25% of people buy ice cream from vans.

The UK's ice cream market has grown by 20% in the past five years, and is now worth £1.1bn.

While many people are only aware of a handful of ice cream makers there are over 1000 in the UK producing a wide variety of flavours.

Specialist ice cream outlets and shops are fast becoming a niche market and appearing in many places across the UK.

Part B Set Task Information

Diversification into the ice cream market

The following information relates to **Rebecca's Dairy**, a farm planning to diversify into the making of artisan ice cream. You are required to prepare **both** a rationale and a budgeted plan for a new marketing campaign for this business.

Rebecca's Dairy

Rebecca's Dairy is a working organic dairy farm that was started over 60 years ago in Cornwall.

The dairy herd has continued to grow and the business currently produces about 450,000 litres of organic milk annually. However, since last year, the business has been facing financial difficulties from falling milk prices, overproduction and increased competition together with the requirements of large milk buyers such as supermarkets and their impact on milk prices.

Because of its financial difficulties, the business is looking to diversify and is considering additionally producing and selling organic artisan ice cream, as this end of the market is the fastest growth area for ice cream.

Rebecca's initial plan is to use around 20% of current milk production for ice cream, moving to a higher percentage if the new product is successful. The business already has the physical and human resource capacity to switch production from milk to the new products and aims to market a limited

Additional information

2

range of natural flavours in the first instance. The initial marketing budget for ice cream is set at £50 000 and there is scope to increase this if the campaign proves successful.

A neighbouring non-organic dairy farm is also considering diversifying into ice cream production. It currently produces in excess of 1 million litres of milk per year. If it decides to do this there may be an impact on **Rebecca's** plans.

What is artisan ice cream?

Quite simply, artisan ice cream is ice cream made by an artisan; a skilled craftsperson. It also uses processes and machinery that need the 'human touch'. This may be choosing and mixing the ingredients or keeping a close eye on the freezing to make sure the ice cream is of the smoothest, highest quality possible. Artisan ice cream is not mass produced, it is a luxury product.

How is artisan ice cream made?

As well as the experience and skill of the artisan, great ice cream begins with great ingredients that include fresh whole milk, eggs, butter and cream that are blended together and whisked to make that light melt-in-the-mouth texture.

Set Task

You must complete ALL activities.

You will need to refer to the additional task information on the following pages and the notes of any preparatory work completed in **Part A**.

Activity 1

Prepare a rationale for **Rebecca's** artisan ice cream marketing campaign. This should include:

- marketing aims and objectives
- research data on the market and competition
- justification for your rationale.

Total for Activity 1 = 34 marks

Activity 2

Based on your rationale from Activity 1, develop a budgeted plan with a timescale for your marketing campaign. You need to present this in an appropriate format to Rebecca's Dairy.

Total for Activity 2 = 36 marks

END OF TASK

TOTAL FOR TASK = 70 MARKS