# The Bicycle Shop – Research Feedback (and tips!)

**Research**

1. Everyone must go back and read the “***How to write up your research pages***” presentation. You will find this in the list of resources at the top of the Unit 2 Godalming Online page.

It is important that you structure you research as described in this presentation.

2. You **MUST** include the sources for all facts/data/information – you should also make brief notes of date of information, info on the author/company who published the information so you can comment on reliability and validity in your Activity 1.

3. Most people did not do enough research for the Bicycle Shop. It is better to have too much research than not enough (remember, you should be aiming for 6 sides of A4).

4. Remember to include in your research the facts/data/info given to you on the industry in the PART A pre-release document.

5. You have to find out AS MUCH AS YOU CAN about the market e.g. size, share and growth (ideally more than what has been given to you in the case study).

6. You should find facts/fata/information for the PESTLE and O and T (of SWOT) too.

7. You must include researched demographics of who you think the target customer is e.g. age, gender, socio economic category, lifestyle choices etc etc.

8. Remember, you can include diagrams and charts in your research.

9. You must research the marketing mix of a competitor – make sure you are clear on what the business in the case study actually is so you research correct competition

E.g. Brompton Bikes is NOT a competitor of the Bicycle Shop. Brompton are manufacturer – Bicycle Shop is a retailer. You should have researched Brompton to understand the product (i.e. folding bicycle) that Bicycle Shop are selling (because Brompton are No.1 manufacturer) but competitor would be a store like Evans Cycles or Halfords.

**WHAT NOT TO DO**:

- Include a bunch of points just from your own head without any facts/actual real life data/information

- Research the wrong market – you need to really carefully read the PART A pre release (If it is a UK company, you should not have market value information in US dollars, this would be the value of the US market).

- Use complete paragraphs in your research pages – you cannot take in a document ready to copy type

- Make analysis points in your research – some people did this in their PESTLE and O&T research e.g. this will decrease demand (this is analysis as you are saying how it could impact the business – can’t do this)

- Write out your full marketing mix – you do not yet know (until you get PART B on day of assessment) the businesses full plans for the marketing campaign.