

Pearson BTEC Level 3 Nationals

Additional Sample Assessment Material

Supervised period 3 hours

Paper
reference

31489H

Business/Enterprise and Entrepreneurship

UNIT 2: Developing a Marketing Campaign

Part B

You must have:

Calculator, note paper and pen

Instructions

- Complete **all** activities.
- **Part A** will have been used in preparation for completion of **Part B**.
- **Part B** must be issued to learners as defined by Pearson and should be kept securely.
- **Part B** must be undertaken in 3 hours on the timetabled day and time and under the conditions specified by Pearson.
- **Part B** is specific to each series and must only be issued to learners who have been entered to undertake the task in the relevant series. It is to be issued at the beginning of their timetabled supervised period.
- **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.

Turn over ►

W69124A

©2022 Pearson Education Ltd.

1/1/1



Pearson

Instructions to Teachers/Tutors and/or Invigilators

This paper must be read in conjunction with the unit information in the specification and the *BTEC Nationals Instructions for Conducting External Assessments (ICEA)* document. See the Pearson website for details.

The **Part B** set task is undertaken under supervision in a single session of three hours on the timetabled day and time. Centres may schedule a supervised rest break during the session.

The **Part B** set task requires learners to apply research. Learners should bring in notes and annotations as defined in **Part A**. The teacher/tutor and/or invigilator needs to ensure that the notes comply with the requirements.

Work should be completed using a computer.

All learner work must be completed independently and authenticated by the teacher/tutor and/or invigilator before being submitted to Pearson.

Refer carefully to the instructions in this paper and the *BTEC Nationals Instructions for Conducting External Assessments (ICEA)* document to ensure that the supervised period is conducted correctly and that learners submit evidence that is their own work.

Learners must not bring anything into the supervised environment or take anything out without teacher/tutor and/or invigilator knowledge and approval.

Centres are responsible for putting in place appropriate checks to ensure that only permitted material is introduced into the supervised environment.

Maintaining security

- During supervised assessment periods, the assessment areas must only be accessible to the individual learners and to named members of staff.
- Learners can only access their work under supervision.
- During any break materials must be kept securely.
- Any work learners produce under supervision must be kept securely.
- Learner notes must be retained securely by the centre after **Part B** and may be requested by Pearson if there is suspected malpractice.

Outcomes for submission

Two documents will need to be submitted by each learner:

- a rationale for a marketing campaign
- a budgeted plan for the marketing campaign.

Each learner must also complete an authentication form.

Instructions for Learners

Read the set task information carefully.

This session is **three** hours. Your teacher/tutor and/or invigilator will tell you if there is a supervised break.

Plan your time carefully.

You have prepared for the set task given in this **Part B** paper. Use your notes and annotations prepared during **Part A** if relevant. Attempt both the activities in **Part B**.

Your notes must be your own work and will be retained by your centre until results are issued.

You will complete this set task under supervision and your work will be kept securely during any breaks taken.

You must work independently throughout the supervised assessment period and must not share your work with others.

Outcomes for submission

You will need to submit the following **two** documents on completion of the supervised assessment period:

- a rationale for the marketing campaign
- a budgeted plan for the marketing campaign.

You must also complete an authentication form to declare that the work you submit is your own.

Set Task

You must complete BOTH activities.

You will need to refer to the additional task information on the following pages and the notes and annotations from **Part A**.

Activity 1

Prepare a rationale for a marketing campaign for the owners of *Calmsun* to promote its plant-based milk products.

The rationale should include:

- the marketing aims and objectives
- an analysis of the research data on the market and competition
- a 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 must produce this plan in an appropriate written format for the owners of *Calmsun*.

(Total for Activity 2 = 36 marks)

TOTAL FOR PAPER = 70 MARKS

Part B Set Task Information

UK Plant Milk Market

The UK market for plant-based milk was valued at an estimated £363 million in 2020 and is expected to double by 2025. Popular varieties of plant-based milk are almond, coconut, oat, soya, pea, rice, cashew, hemp, sunflower and quinoa. Almond milk accounts for two thirds of the market. Almond milk sales are expected to grow by 16% each year until 2025. A similar level of growth is expected for coconut milk. Oat milk is expected to show bigger growth.

The increase in the consumption of plant-based milk is mainly due to:

- the health benefits of plant-based milk products. They are lactose free and low in calories so they are suitable for a wider range of people
- a significant increase in the number of vegans and flexitarians
- the negative publicity about dairy farming and its impact on the environment.

Plant-based milk is consumed by nearly a quarter of the UK population and is more popular with women than men. A third of 16-24 year olds now use plant-based milk. 68% of people who consume plant-based milk also use dairy-produced milk.

Plant-based milk production causes significantly less damage to the environment than dairy-produced milk. Dairy farming usually uses approximately nine times more land and emits three times more greenhouse gases than plant-based milk. However, the production of some plant-based milk uses more environmental resources than the production of other plant-based milks. For example, large quantities of water are needed for growing almonds and rice used for almond milk and rice milk. Nuts farms and soya farms are in developing countries but fair trade is not always practiced. Most experts agree that oat milk production is highly sustainable if the oats are grown and sold in the UK.

The market leader in plant-based milk products is Alpro. Alpro produce a range of different plant-based milk products. Rude Health, Innocent, Plenish and other manufacturers also produce a wide range of these products. Some manufacturers focus on just one or two plant-based milks. The market leader in oat milk is Oatly. Oatly only produce oat products, including oat milk, chocolate oat milk, oat-based yoghurt and oat-based ice cream. Koko produces coconut products including coconut milk, a coconut-based cheese alternative and a coconut-based spread. The majority of supermarkets now sell a range of own-brand plant-based milk.

Plant-based milk brands have different approaches to marketing messages. Oatly's message is to promote the vegan lifestyle and to encourage people to stop using dairy products. Plenish use messages about protecting the environment. It has an environmental impact calculator on its website for customers to calculate the impact of switching from cow's milk to almond milk. Rude Health concentrates on marketing the great taste of its products and it has actively endorsed dairy farming in the past.

Plant-based milk is sold in the majority of supermarkets and health food retailers. Some plant-based milk brands sell to coffee shops to provide dairy-free coffee and tea options. Starbucks encourages their customers to have plant-based milk in their coffee and tea to reduce the environmental impact of the business. M*lkman is a small business producing glass-bottled oat milk and coconut milk. It delivers directly to the homes of customers through a delivery network of traditional milkmen.

The price of plant-based milk varies. Supermarkets retail their own brands at below £1 per litre, but they sell branded plant-based milks at up to £4 per litre.

Calmsun

Calmsun is a family owned and operated business which grows oats and produces oat milk products. The product range is unsweetened oat milk, plain oat yoghurt and strawberry oat yoghurt.

At first *Calmsun* sold its products nationwide via its website and Facebook account. It guaranteed delivery within 48 hours. It also now sells its oat milk through health food retail outlets and local markets. Sales of its oat milk have doubled in the last year.

Calmsun's oat milk is sold for £2.20 per litre. The oat yoghurts are sold in large pots (400g) and priced at £2.50. All products are sold in recyclable packaging. The milk is gluten-free and unsweetened. Feedback on the oat milk is excellent. Customers say the oat milk has a creamy flavour both as cold milk and in hot drinks.

Calmsun promotes the oat milk products in free magazines and they use Facebook advertising. They attend community events and local markets where they meet potential customers and offer free product tastings. Most of their customers are between the ages of 35 and 65 years old and approximately 65% of the customers are female. The owners of *Calmsun* are often on local media talking about their entrepreneurial ideas for the future of farming and how they care for the environment

Expanding the business

The owners of *Calmsun* purchased a farm next to their land. Now they have more land for growing oats. The buildings they use for their milk production are not fully used, so *Calmsun* have space to expand production to meet a much higher demand.

The owners expect to complete an agreement with a national supermarket chain to trial sales of *Calmsun* oat milk products. The products will be stocked in 50 stores across the country for a six month trial period. If the trial is successful, the supermarket chain will stock *Calmsun* oat milk products in all stores in the future.

The owners of *Calmsun* want to increase sales of their oat milk products and are considering two options:

EITHER

1. Use an advertising campaign to target consumers aged 16 to 24.

OR

2. Implement a product development strategy aimed at creating brand recognition and loyalty

The marketing budget for the campaign is £200,000 and the campaign should run for 30 weeks.

What is plant-based milk?

Plant-based milks are non-dairy alternatives to dairy-produced milk made from nuts, plants or seeds.

What is lactose?

Lactose is a type of sugar mainly found in milk and dairy products. Some people cannot properly digest lactose.

What is a vegan?

A vegan is a person who follows a diet of plant-based foods. They do not eat meat, fish and other animal products.

What is a flexitarian?

A flexitarian follows a diet of mainly plant-based foods and they only consume meat and other animal products occasionally.

What is fair trade?

Fair trade is between companies in developed countries and producers in developing countries and fair prices are paid to the producers in developing countries.

What is sustainable?

Sustainable farming uses methods that protect our natural environment and our human and ecological health. It encourages innovation and it does not compromise our way of life.