**Research Advice** DON’T JUST COPY AND PASTE you need to understand this information to put it into your own words.

You should look at the UK market as a whole. Look at different sectors eg low cost or luxury

Use data and statistics (reference you sources)

What happened recently and what has caused any changes?

Is there a seasonal variation? Is it possible to try to compensate for that? What could you do for Christmas for example.

Undertake some primary research (use the class for this?)

Are there favourite brands – do low cost imitate them

What does this data tell you about potential customers?

Consider external influences – PESTLE analysis.

* How do political factors impact the cycle industry? How can they respond?
* What key economic indicators do we use to judge the performance of an economy? GDP, average income and its fluctuations, inflation rate, also consider the dairy economy.
* How do social factors impact the purchasing of bikes
* What technical factors have influenced the market or production of the product?
* What laws control advertising practices for this market?
* What environmental factors do you need to consider?

Then do a SWOT analysis of main producers.

Investigate marketing strategies of low cost and luxury folding bikes.

Pick one campaign

* + Title
  + Rationale
  + Description of product – USP – needs of the target market
  + Campaign message
  + Marketing mix
  + Product factors - decisions on product, price, promotion and place
  + Media used to advertise
  + Balance of advertising , sales promotion, public relations
  + How is the message given credibility
  + Timescale of the campaign
  + Associated costs
  + How is the campaign monitored
  + What are your thoughts on this campaign?