

# **Business Studies Coursework**

## **Introduction:**

I am the owner of a new fruit smoothie bar and takeaway opening in my local area. There is one or two of these businesses that already exist in the area. Therefore to make my business as successful as possible I will need a well-constructed small-scale marketing campaign. I will need to look into and investigate the different types of media available for such a campaign, the marketing research that could be undertaken to decide upon the marketing campaign and I will also need to examine the marketing of my smoothie business, which would include promotions and advertising.

## **Aims and Objectives:**

The aims and objectives of my business will be:

- ✦ Firstly and most importantly to survive. I will do this by making sure my business is recognised in the local area by customers and attracts customers to its premises. This way I will get sales and bring revenue into my business which will eventually allow me to break even as the money I spend on stock and that I have spent on purchasing/renting my business property will begin to be paid back.
- ✦ To create a good image for my business. I will do this by keeping my customers as satisfied as possible so hopefully the message of my business giving a satisfying service will be passed on via word and mouth and thus giving my business a good image that should attract new customers. I will check that my customers are satisfied through customer surveys which will allow me to see what my smoothie business is doing right and what it is doing wrong so therefore I can change it to make improvements and enhance customer satisfaction.
- ✦ To eventually make a profit with my business through increased sales from advertising and promotional strategies.
- ✦ To be able to serve many children and as a personal aim to help increase their amount of fruit intake and help them achieve 5 fruit or vegetables a day that could ultimately help them improve their health and lifestyle..