

<b>Time by when it should be accomplished</b>	<b>What I intend to do</b>	<b>Resources</b>	<b>Problems/Adjustments</b>	<b>Comment</b>
21/09/2007	Read outline of what the coursework involves and what I have to do.			
21/09/2007	Create an action plan.	Own knowledge		
21/09/2007	Decide on what my business is going to be.	Own knowledge		
21/09/2007	Introduction to coursework. This should include aims and objectives.	Own knowledge		
28/09/2007	Identifying what marketing research is.	Textbook		
29/09/2007	Research different types of market research.	Own knowledge and textbook		
05/10/2007	Analysis of best option of market research for the business.	Own knowledge		
12/10/2007	Create a questionnaire as part of market research.	Own knowledge		
19/10/2007	Carry out questionnaire.	General Public of Pontyclun		
19/10/2007	Anylise results using graphs.	Own Knowledge and Microsoft Excel		
19/10/2007	Create a spreadsheat of my results.	Own Knowledge and Microsoft Excel		
09/11/2007	Create a logo for the business.	Own knowledge		
09/11/2007	Design and create an advert for the business.	Own knowledge and images from www.google.com		
16/11/2007	Anylise advert.	Own Knowledge		
30/11/2007	Marketing mix- The 4 P's.	Own knowledge and exercise book		
07/12/2007	Research different types of advertising and their costs.	Internet		

14/12/2007	Look at advantages and disadvantages of advertising and its costs.	Internet and own knowledge		
14/12/2007	Conclusion stating chosen method and why	Own knowledge		
21/12/2007	Work out a marketing budget and analyse how costs will relate to the business.	Own knowledge		
21/12/2007	Create a marketing strategy.	Own knowledge		
11/01/2008	Look at other influences i.e. sources of finance and staff.	Own knowledge and internet		
18/01/2008	Research consumer laws	Textbook and internet		
18/01/2008	Look at how these may be applied to the business.	Own knowledge		
25/01/2008	Research appropriate staff training.	Internet and own knowledge		
01/02/2008	Conclusion	Own knowledge		
01/02/2008	Bibliography	All websites, textbooks and exercise books used.		
08/01/2008	Front Cover	Own knowledge		
08/01/2008	Contents page	Coursework		