

UNIT 2 BTEC BUSINESS NOTES AND STRUCTURE FINAL EXAM UPDATED FOR 2025 COMPREHENSIVE QUESTIONS AND 100% VERIFIED, DETAILED & DESCRIPTIVE SOLUTIONS, EXAMS OF NURSING

Activity 1

THE RATIONALE

Aims and objectives

Aim 1: Increase the company's base by 30% over the next years

Objective 1 - This can, in the first place, be done by using tv ads as the key selling activity, and will ideally draw the right target demographic and raise consumer base if done appropriately at the right time of day and in the proper way.

Objective 2 - Put the commercial in colour in the daily mail newspaper, because it can stand out from the basic monoprint and encourage our consumers to pick it up and learn about it. I think it's going to be best in colour so that it's bold and appealing, although black and white won't alert consumers enough.

Aim 2: Increase the company's profits by 5% over the next the 5 months

Objective 1 – TV ads will be as follows: they will advertise their own "cycle instead of walking" on television advertisement, and will teach young people how to purchase their bicycles.

Objective 2 - Every 2/3 months, a small team from the firm will attend bicycle conventions to advertise their goods and how they want to expand the business through this proposal; this way, customers will feel engaged and the ideas will not be held internally to the firm's stakeholders.

Research data/Analysis on the market

The Bicycle Shop is a medium-sized independent retail establishment that specialized in commuter bicycles and equipment. The owners want to expand sales of foldable bikes and have recruited a marketing firm to help them do so.

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Embracing the Track of Appearance: An Psychological Symphony within **Structure Of Final Exam Business 2014grade 11**

In some sort of consumed by screens and the ceaseless chatter of instantaneous connection, the melodic beauty and mental symphony created by the prepared term often diminish in to the back ground, eclipsed by the persistent sound and disruptions that permeate our lives. However, set within the pages of **Structure Of Final Exam Business 2014grade 11** a charming literary value filled with raw emotions, lies an immersive symphony waiting to be embraced. Constructed by a masterful composer of language, this captivating masterpiece conducts readers on a psychological trip, skillfully unraveling the concealed songs and profound influence resonating within each cautiously constructed phrase. Within the depths with this poignant examination, we will examine the book is key harmonies, analyze their enthralling publishing model, and submit ourselves to the profound resonance that echoes in the depths of readers souls.

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