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.

Structure Of Final Exam Business Studies Grade12014

L Cohen

Structure Of Final Exam Business Studies Grade12014:

The book delves into Structure Of Final Exam Business Studies Grade12014. Structure Of Final Exam Business Studies Grade12014 is a crucial topic that must be grasped by everyone, from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Structure Of Final Exam Business Studies Grade12014, encompassing both the fundamentals and more intricate discussions.

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 - Chapter 1: Introduction to Structure Of Final Exam Business Studies Grade12014
 - Chapter 2: Essential Elements of Structure Of Final Exam Business Studies Grade12014
 - Chapter 3: Structure Of Final Exam Business Studies Grade12014 in Everyday Life
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 - ∘ Chapter 5: Conclusion
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- 3. In chapter 2, this book will delve into the foundational concepts of Structure Of Final Exam Business Studies Grade12014. This chapter will elucidate the essential principles that need to be understood to grasp Structure Of Final Exam Business Studies Grade12014 in its entirety.
- 4. In chapter 3, this book will examine the practical applications of Structure Of Final Exam Business Studies Grade12014 in daily life. The third chapter will showcase real-world examples of how Structure Of Final Exam Business Studies Grade12014 can be effectively utilized in everyday scenarios.
- 5. In chapter 4, the author will scrutinize the relevance of Structure Of Final Exam Business Studies Grade12014 in specific contexts. This chapter will explore how Structure Of Final Exam Business Studies Grade12014 is applied in specialized fields, such as education, business, and technology.
- 6. In chapter 5, this book will draw a conclusion about Structure Of Final Exam Business Studies Grade12014. The final chapter will summarize the key points that have been discussed throughout the book.

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