



THE TIMES 100

Edition 14

Parcelforce: Using the marketing mix to drive change Lesson plan

Content area

- Marketing mix
- Product portfolio
- Market-orientated business
- Pricing strategies

Method

This resource can be used for general classwork, homework or learning skills for investigation.

It is a good simple exercise in bringing the various terminologies together in understanding what it means, and how it can be used in context. This allows the pupils to bring out more in discussion and understand that the topics covered in Business Studies are not insular. The outcome will be by differentiation.

First Activity:

Using the case study and any other resources, define the following words:

Guaranteed delivery; network; international partners; logistics; market; B2B; B2C; commercial; manufacturer; wholesaler; retailer; repeat orders; supply chain; logistics; online retailer; value; time-critical; critical path analysis; external environment; marketing mix; product; price; promotion; place; strategies; objectives; tactical; differentiate; priority; market orientated; primary research; secondary research; qualitative; quantitative; quota sampling; product portfolio; price leadership; market penetration; competitive pricing; destroyer pricing; skimming; psychological pricing; price sensitive; price elasticity of demand; depot; competitive edge; capital; revenue; market segment; return on investment; above the line; below the line; public relations.

Second Activity

Once you have completed the definitions link the following words together to form a paragraph. The words do not necessarily have to be in any order but must be in context of Parcelforce Worldwide.



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Questions

1. Who owns Parcelforce and what is its core business?
2. How many parcels are delivered each day?
3. What is the difference between B2B and B2C?
4. Parcelforce has three different types of product. What are they?
5. What are the differences between quantitative and qualitative research?
6. What are the four types of pricing strategy that Parcelforce Worldwide uses?
7. Explain the four types of pricing strategy that you have listed previously.
8. In the case study it mentions that a customer can send a parcel in a variety of ways. What are they?
9. Parcelforce Worldwide has key partnerships throughout the world. Why is this a good thing?
10. Using the case study, explain what the difference between above-the-line and below-the-line are.

Activities

- Using the case study, website and any other sources, produce a classroom display highlighting how Parcelforce incorporates the marketing mix.
- Produce a price comparison between Parcelforce Worldwide and its competitors. Once you have completed your price comparison, in groups, produce a sales pitch to your teacher on why they should use Parcelforce Worldwide.

Other resources

- MP3 download of the full case study
- Summary of the case study . 500 words
- Brief of the case study. for lower ability pupils
- Interactive online quizzes
- Revision theory:
 - <http://www.thetimes100.co.uk/theory/theory--market-research--315.php>
 - <http://www.thetimes100.co.uk/theory/theory--market-research-development--357.php>
 - <http://www.thetimes100.co.uk/theory/theory--marketing-sales--275.php>
 - <http://www.thetimes100.co.uk/theory/theory--marketing-mix-%28price-place-promotion-product%29--243.php>
 - <http://www.thetimes100.co.uk/theory/theory--the-market-its-definition-structure--247.php>
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