

A student

Good start n - a couple of elements out of place and you could elevate your response with comments on highs and lows - eg least expensive, most followers etc

Name _____ 25/08/2026 USP ANALYSIS FOR SIP CAFÉ WITH DAILY GRIND AND QUICKCUP

	STUDY AND SIP	4/10	DAILY GRIND	9/10	QUICKCUP	7/10
CRITERION	DETAILS	RATING	DETAILS	RATING	DETAILS	RATING
Price discount loyalty deals	✓ coffee \$5.20 ✓ coffee + sandwich \$10.50 ✓ \$300 per month on advertising ✓ avg customer spends \$11.50 per trip	9/10	✓ coffee \$6 ✓ coffee + sandwich \$13.50 ✓ avg customer spends \$15.40 per trip	7/10 prime ✓	✓ coffee \$4.50 ✓ coffee + snacks \$8.50 ✓ \$300 per month on advertising ✓ \$6.00 per trip	8/10
Product						
Price Product w/ + charge % rated good	✓ 18 hot & cold drinks ✓ 6 meal options	8/10	✓ 20 hot & cold drinks ✓ 15 meals	10/10	✓ \$1k coffee campaign boosted sales by 15% ✓ 12 drinks ✓ 5 snacks	6/10

Place	✓ 200m away from a school ✓ 350m away from a TAFE	7/10	✓ located in a busy shopping centre ✓ 120m away from school	9/10	✓ next to busy bus station ✓ 600m from school	6/10
Seating Website ordering Delivery						
Promotion profit price	✓ 2,200 ig followers ✓ 3 posts per week Offering free wifi 10% discount to students Study week campaign	8/10	✓ 550 ig followers ✓ sponsors sports team, gives discounts ✓ receive 1 free drink every 10 visits ✓ 30min free wifi ✓ \$1 voucher campaign increased sales by 11%	8/10	✓ 1000 ig followers ✓ \$1k coffee campaign boosted sales by 15% ✓ mobile app sends notifications	7/10
Totals						

C standard

Name _____

25/08/2026 USP ANALYSIS FOR SIP CAFÉ WITH DAILY GRIND AND QUICKCUP

	STUDY AND SIP		DAILY GRIND		QUICKCUP	
CRITERION	DETAILS	RATING	DETAILS	RATING	DETAILS	RATING
Need to categorise Price = Product = Place = Promo	- Regular coffee costs \$5.20 - offers 18 hot/cold drinks + 6 meal options - Located 200 metres from a secondary school and 350 metres from the a TAFE campus - students receive 10% discount if show student ID - Free wifi and 12 charging points - Has seating for 46 customers - Customers can order takeaway through core website - 84% of 150 customers rated its products good or excellent - core opens 7am - 6pm Mon-Fri	0/10 1/40	- Regular coffee costs \$6 - offers 26 hot/cold drinks + 15 breakfast/lunch meals - Located in busy shopping centre, 1.2km from school - 91% of 190 customers rated products good or excellent - provides seating for 65 customers - offers takeaway and delivery through 2 food delivery apps - Average customers spend \$15.40 per visit - opens to 6am - 4pm everyday - wifi access limited	1/40	$\begin{array}{l} \text{Price} = \frac{1}{10} = \frac{1}{10} = \frac{1}{10} \\ \text{Product} = \frac{1}{10} = \frac{1}{10} = \frac{1}{10} \end{array}$	1/40

Have a look at the U.S. 4's categorised and rated.

Be sure to ask if unsure. USP is a table with the

Good comments but the analysis must be of the 4 R's with a rating for each. Look at the SS.

Name _____

25/08/2026 USP ANALYSIS FOR SIP CAFÉ WITH DAILY GRIND AND QUICKCUP

	STUDY AND SIP		DAILY GRIND		QUICKCUP	
CRITERION	DETAILS	RATING	DETAILS	RATING	DETAILS	RATING
	\$5.20 coffee 2800 followers <u>consistent posting</u> <u>proximity to 2 high locations</u> Discounts, sales, deals and meals ✓ wifi, and student area 500\$ a month operating 84% good ratings 7 minute wait 7-6 week hours 11.80 avg spend the middle of the road option, moderate price solid satisfaction good location	7/10	\$6.00 coffee <u>91% of 180 good</u> busy shopping centre no student discount <u>6500 insta following</u> no discounts 15.40 avg spend limited wifi usage 1 in 10 coffee free premium option better satisfaction highest avg spend per customer solid location. suffers from lack of discounts biggest media influence	8/10	<u>5 min waiting time</u> <u>\$1.50 per cup</u> <u>600 m from school</u> 4 morning coffee no free wifi x mobile no discounts 8.90 avg spend cheapest option, best convenience low wait time, more aimed towards people stopping in on the way to school or work meaning it's proximity to a school is beneficial	6/10

Name:

Describe the business situation of SQD Athletica, including the position in the business life cycle, Operating environmental factors, target market and the total product concept.

Athletica is an Australian brand. Their target market is men who want to stay fit for life. This brand provides the product of activewear for men. Athletica is a small-medium enterprise. They currently have 20 employees and just opened its first retail store in 2016, during October in Brisbane. Athletica has the goal of opening more physical store in Sydney and Melbourne. Athletica is experiencing external factors such as competitors. They have competitors over all areas like retail (Rebel Sport), Online (the Iconic and Amazon), and brand competitors (Nike, Adidas, Under Armour, 2XU, and Lululemon). Athletica is currently in the growth phase. Linking back to Athletica's target market, Athletica has segmented the market broadly as males aging from 25 to 54 years of age, mainly 25-40 years. The total Product Concept allows consumers to have comfort when working out, anti-odor benefits and producing complementary accessories, including bags, towels, water bottles, socks and headwear.

(Don't really understand total Product Concept)

Total Product Concept:

Athletica is tangible because it is high quality, comfortable and well suited for activewear dedicated to men.

Great start

+ Your response could also include:

- Overseas manufacture - challenges + benefit
- Competitors strengths
- Your TPC - core-activewear for men, tangible - you addressed above, intangible - consider quality, service, prestige, community)

Name: _____

21/8

Describe the business situation of SQD Athletica, including the position in the business life cycle, Operating environmental factors, target market and the total product concept.

SQD Athletica was founded in Australia to inspire men to be physically fit as this is a health & wellness brand. SQD is a small to medium business that started up in 2016 & now currently has ~~20~~ somewhat 20 employees as the company recently undergoes opportunities & challenges in the growth stage. The first store was officially opened in Brisbane, October, 2016 ~~but~~ however they aim to open in Sydney & Melbourne.

This business is unique within the health & fitness industry as not many companies offer catering to mens ~~actively~~ activewear needs. SQD Athletica has a variety of active competitors including brand competitors, retail competitors & online competitors. This can affect the business as brand awareness is a key factor when entering the growth stage of a business. The business has to interact & make customers like their products, recognise the brand, & find a way to convert loyalty/awareness into sales. SQD has to aim to meet the needs their male customers struggle to express.

SQD Athletica targets customers aged 25-54 years with the 'sweet spot' of ~~25-40~~ 25-40 years, with the concentration currently on the east coast of Australia. Generation Y/X is particularly focused on health & fitness, as well as fashion preferences, this means they're willing to pay more.

During establishment & growth stages the key strategy is content, as it entertains, engages & keeps the appearance authentic. SQD is short for Squad however this couldn't be trademarked, so to improvise they took advantage of SQD unique identifier. This helped the company get strong intellectual property protection.

A really great start. Be sure to watch the use of & in your responses for the exam, as well as using more academic terms - eg approximately rather than somewhat.

You could also have mentioned previous manufacturing challenges and how competitors differ to SQDA, as well as linking back to T.P.C (total product concept) - core, tangible & intangible elements.

Also, you mentioned SQDA is a health & wellness brand but could have clarified what they actually sell.

Name

Describe the business situation of SQD Athletica, including the position in the business life cycle, Operating environmental factors, target market and the total product concept.

SQD is an Australian brand that inspires men to become more fit. SQD is selling Active wear for men. They started in 2016 and currently have 20 employees to date. They're looking to grow and open their more stores in Sydney and Melbourne.

So the target market seems to be ~~the~~ directed towards males. They would be looking for current active male or ones who are looking to start being more active. They are selling premium high end sports gear which is more suited for an active lifestyle. That are aged 20-40 yrs.

SQD have stepped into the niche market meaning they have competition with some big brand names. This includes Nike, Adidas, Under Armour, ZxU, Rebel, Amazon

The business lifestyle for SQD is sitting at ~~established~~ ^{startup?} to a growth phase. Currently struggling with the online selling. They also struggle with buying behaviour like women buying for their husbands or parents. The men know what they want in a product but just don't want to tell people.

The total product concept for SQD is ~~their~~ their active wear as their core benefits as being good for sports such as running, cycling. The ~~intangible~~

Great start. Expand your response by describing
- discuss manufacture in China - challenges + benefits
- What do competitors do differently?
- TPC - core product + tangible + intangible

Name:

Describe the business situation of SQD Athletica, including the position in the business life cycle, Operating environmental factors, target market and the total product concept.

SQD Athletica is an Australian activewear brand designed specifically for men. The company is a small-medium business that began in 2016 and has expanded to approximately 20 employees, and seeking to establish a strong market presence while it's in the growth stage. In October of 2016 the first SQD Athletica store was opened but in order to increase revenue, the company aims to open more stores in Sydney & Melbourne within the coming years.

Unfortunately for Athletica it has major competitors such as Nike, Adidas, Under Armour, Zou, & Lululemon as well as companies like Rebel & Amazon who distribute this gear. As well as overcoming these dominant competitors, some other challenges the business will face in the growth cycle is brand awareness, having a core community & being sustainable.

In order to sell quality products Athletica has segmented the market ~~by~~ as males aged 25-34. Concentrating mainly on the east coast of Australia. They also target people who engage in health & wellness, & believe being healthy is critical in life. To promote their products to this audience Athletica use mainly social media to improve their brand awareness.

Since the Business is in the growth stage, managing inventory is very important especially when managing a retail store.

Great start

You could expand your response by discussing

- online sales

- overseas manufacture including the challenges & benefits

- total product concept (core + tangible + intangible)

Name.

Describe the business situation of SQD Athletica, including the position in the business life cycle, Operating environmental factors, target market and the total product concept.

SQD Athletica is in the growth stage of the business life cycle. The business has moved beyond the intro stage and is increasing brand awareness, expanding its stores and growing its customer base.

SQD Athletica operates in a competitive athletic market. Key factors include customers, competitors, suppliers, and environmental sustainability. Competitors include brands such as Nike, Adidas, Under Armour and Lululemon. SQD also relies on overseas suppliers and manufacturers for technical fabrics and products.

The main target market is males ages 25-50, with the main focus being 25-40 year old men. The business mainly targets Generation Y customers who are interested in health fitness and an active lifestyle. Its secondary market includes Generation X and men who are physically active when they have time.

SQD Athletica total product concept goes beyond just selling athletic clothing. It provides a combination of high-quality technical apparel, fitness sessions, health and lifestyle advice, customer service and sense of community. This creates a style brand rather than simply a clothing brand.

Good response - They distribute instead of online
You could discuss challenges of overseas manufacture and what competitors do differently but solid response

Name: -

Describe the business situation of SQD Athletica, including the position in the business life cycle,
Operating environmental factors, target market and the total product concept.

- small - medium enterprise ✓
 - lifestyle brand that connects with men ✓
 - Started in 2016 - currently 20 employees - Growth Phase - Brisbane ✓
- | competitors (brand) | Retail: | online: |
|-----------------------------------|---------|------------------|
| - Nike, Adidas, Under Armour, 2XU | Rebel ✓ | iconic, amazon ✓ |
- ✓ Target Market is 25-40 Yo Male

Business Situation

SQD Athletica is an up and coming active sports wear brand aimed for Males 25-54. The Brand started in October 2016 in Brisbane and is now currently in the growth stage with 20 employees. This lifestyle brand aims to open more store in Sydney & Melbourne. Their main competitors are Nike, Adidas, Puma, Under Armour and 2XU, which are pretty well known brands. The focus on pricing is to deliver customer connection and relationships with highly premium products ✓

Good Start:

1 - you could also mention overseas manufacture (benefits/challenges), competitor strengths, distribution channels (online + in store), total product concept (core + tangible + intangible)

1. Describe the facts and characteristics of the business situation as well as the business environment of Who Gives a Crap.

Toilet paper company from Melbourne, eco friendly 100% recycled materials, 100% bamboo.
 (31) 50% of profits go towards charity for 2 billion people. 70% of global population have no access to a toilet. In 2012, founded by Simon, Jehan + Danny. In 5 hours, raised \$50k. First product made delivered in March 2013. Continued to grow since.
 (31) 50% of profits go towards donation, 50% back into company growth. (32)
 Provide scalable + sustainable source of income for sanitary workers. (33)
 Acquire new customers + break into new markets. (34) All partners are independently audited + scored across workers rights, no child labor, no precarious employment, ethical behavior.
 Product designed on boats and is carbon neutral. (35) Manufacture product in UK, US, + local production without compromising sustainable practices. (36) Generated 25 million social media impressions over first campaign. (37) 80 tonnes donated, over 4 hours, 200k rolls. (38) During Covid, sales increased 12,000%. One of world's largest toilet paper brands. (39)

2. Explain the target market for the business and how it aligns with the total product concept.

The increase in consumer demand for eco friendly + sustainable products, consumers willing to pay premium prices for environmentally friendly options. (40) Target market includes any one that had a toilet. 40% of global population don't, but also people who prefer to learn towards eco friendly options. Australia's largest manufacturer. (41) Manufacture locally to supply product to countries that import products and there have been impacted by supply chain issues, reducing cost + increasing availability compared to competitors. (42) Home decoration + interior design contributions.
 Link to TPC (Core-toilet paper, Tangible-Vibrant eco friendly packaging, Intangible-quality, doing good)

3. Explain the relationship between supply chain challenges and inventory management strategies for businesses including Who Gives a Crap.

During supply chain issues, they manufacture locally, they supply when importing products is disrupted or supply is lower than demand. After supply chain challenges, companies retained some of the customers that weren't happy or had to resort to their brand due to shortage in their usual brand. Due to low supply + high demand challenges, companies have learned from these events and now prepare for crisis and have a large back up inventory for challenges + problems in the future so that the impact may be reduced.

Vibrant in focus on business fact mention competitors + social trends in environment

Great work
 good start
 see J.S. for Q4

Due supply chain shortages can be due to the shortage of ships + shipping containers, due to these disruptions, companies started manufacturing more of their products domestically for so that countries can become more self-sufficient + they not be as impacted from these shortages.

Great

Need to keep more stock on hand (J.I.C)

4. Select data and information from the case study to analyse the marketing and operations practices using a SWOT analysis.

Internal	Strengths - For all profits donated, promotes recognition (s) - Provide website + sustainable source, efficient - Use online commerce + supermarket distribution (s) - Interconnected. - Universal, colorful packaging + playful pens USP (s) - Shipping is carbon-neutral (s) - Manufacture in UK + US (s) <i>China.</i> <i>Quality</i>	Weakness - Not all profits are donated (s) - Don't manufacture in Australia <i>Supply Chain Delays</i>
External	Opportunities Manufacturing in Australia <i>see J.I</i>	Threats <i>see J.I</i>

Interpret a relationship or trend in the swot analysis to draw conclusions about the implications of the marketing and operational practices currently used by the business.

see J.I

Correct start

1. Describe the facts and characteristics of the business situation as well as the business environment of Who Gives a Crap.

They are a toilet paper company based in Melbourne.
It's made from 100% recycled materials and bamboo.
They donate 50% of profits rest invested in company
Started business to provide for the less fortunate
They started in March, 2013

*Good start - you described the facts about
WGAC but you need to also address the
business environment - competitors, trends
(socio-enviro), and relate back to WGAC and
their U.S.P of Product Concept*

2. Explain the target market for the business and how it aligns with the total product concept.

- The target market was during the covid period
when everyone was out

- Who are they targeting? Premium price, humour,
aesthetic

*Be sure to discuss Total Product Concept (core product
toilet paper, tangible attributes - colourful, fun package
enviro friendly, intangible - delivery, quality, doing good.*

3. Explain the relationship between supply chain challenges and inventory management strategies for businesses including Who Gives a Crap.

see S.S.

4. Select data and information from the case study to analyse the marketing and operations practices using a SWOT analysis.

<u>Strengths</u> <i>v. brand brand</i> <i>Aesthetic design</i> <i>premium price & quality</i> - 100% recycled materials and bamboo - Still growing growing - give 50% Profit to less fortunate - lower the carbon emissions on delivery - Grow a tree to 200 across 7 centig	<u>Weakness</u> - thought the only way could sell is in stores and not online - working 30hr a week when he started - mfg in China - supply chain delays
<u>Opportunity</u> <i>↑ demand ecofriendly</i> - Found Found that the 2.4 billion don't have access to toilet paper for more to be made - covid brought more chance to sell their product	<u>Threats</u> - The Kleenex, Quiltion, Person and other comparing companies are competitors - supply chain disruptions / risks

Interpret a relationship or trend in the swot analysis to draw conclusions about the implications of the marketing and operational practices currently used by the business.

trend

There's a ~~relationship~~ between the covid ~~period~~ period and the amount of toilet paper they sold as supply was so low.

see S.S

Great work!

1. Describe the facts and characteristics of the business situation as well as the business environment of Who Gives a Crap.

'Who gives a crap' is a toilet paper and household product business. The first opened in Melbourne, Australia. (s1) 50% of the business profits are donated in to build toilets and improve sanitation across the world. (s1) Their target market is people who are looking for environmentally friendly sanitation equipment. (s2) It tries using humour, (Who gives a crap) to make itself stand out. (s5) When they donate alot of the income more people want to buy the product and makes people working for them think they are doing the right thing. (s2) They also have their whole shipping system carbon-neutral so no destroying their planet. (s4) *be sure to also address external - competitors & trends to reduce carbon footprint*

2. Explain the target market for the business and how it aligns with the total product concept.

The whole point of this business is to support the environment and be eco-friendly. They offer eco friendly products and their whole shipping system is carbon-neutral. ~~and~~ Their target market is people who want to be environmentally friendly and want to believe that the money they pay is also going to a good cause since 50% of the business profits go to a good charitable cause. *excellent - be sure to link to total product concept (core product*

toilet paper, tangible attributes - vibrant eco-friendly packaging + intangible - quality, delivery + aftercare)

3. Explain the relationship between supply chain challenges and inventory management strategies for businesses including Who Gives a Crap.

When they first did their production run it sold out instantly ~~to~~ to 200,000 rolls and took over 8 months to arrive. They then emailed each person who brought some to say sorry a 20% said how they loved it

and came back and brought it on the next run and it was a success. They told their friends and it was selling out fast.

- Unable to produce locally
- Shipping from China - delays in supply chain
- Need to hold a lot of stock (JIC strategy)

4. Select data and information from the case study to analyse the marketing and operations practices using a SWOT analysis.

<u>Strengths</u> - eco-friendly making. - 50% profits donated. - ? could be weaknesses too - Has over 2 million customers. - Australia made - sells out quickly - quality - vibrant image - Chinese producer	<u>Weaknesses</u> - more expensive since its a sustainable product - smaller market share than large businesses - slow delivery
<u>Opportunities</u> - to expand worldwide. - the global sustainable market is growing. ↑ demand for socio-ecofriendly	<u>Threats</u> - inflation - rising cost in Aus - larger mark markets with greater resources. - tax increase - supply chain risks

Interpret a relationship or trend in the swot analysis to draw conclusions about the implications of the marketing and operational practices currently used by the business.

There is a trend in awareness for environmentally friendly product ~~and the~~ make a large opportunity to make sales. Lots of people are moving onto environmental friendly products but since their prices are not competitive it leaves them with low sales.

14/8/26 - Student name _____

Case study 4 (page 421 - 428)

Good start - please ask for help in practice if you need a hint on how to start a question

1. Describe the facts and characteristics of the business situation as well as the business environment of Who Gives a Crap.

The business is based in Melbourne that offers 100% recycled & 100% bamboo materials. In July 2012 Simon, Johan & Danny launched the establishment. 50% of profits is donated to help build toilets for over 2 billion without them. Delivered their first product in March 2013. They hope to inspire others to give back

also discuss environment - eg competitors, social/ enviro trends etc

2. Explain the target market for the business and how it aligns with the total product concept.

see S.S

3. Explain the relationship between supply chain challenges and inventory management strategies for businesses including Who Gives a Crap.

see S.S

4. Select data and information from the case study to analyse the marketing and operations practices using a SWOT analysis.

<u>Strengths:</u> - Unique business idea that influences many aspects in the world. - Vibrant packaging makes brand recognisable - Actively engages with customers (online & in-store) - Cares about carbon footprint - Quality	<u>Weaknesses:</u> - For new businesses like this are in the minority - does not manufacture in Aus - Supply chain delays - Portals 50% rather than using to grow business
<u>Opportunities:</u> - Donating 50% of profits - Inspire others to do similar ideas (eco friendly, considerate) - Slowly expanding & influencing - doesn't manufacture in Aus - ↑ demand for eco friendly	<u>Threats:</u> - does not manufacture in Aus - Competition - Supply chain issues - Global uncertainty

Interpret a relationship or trend in the swot analysis to draw conclusions about the implications of the marketing and operational practices currently used by the business.

see S.S

Great effort

Case study 4 (page 421 - 428)

1. Describe the facts and characteristics of the business situation as well as the business environment of Who Gives a Crap.

Toilet paper business that's main selling point is having recycled eco-friendly paper. Donate 50% of profits. Company is Co-owned. Manufactures product outside of Australia.

Great summary - be sure to also mention external environment - competitors, social/enviro trends etc

2. Explain the target market for the business and how it aligns with the total product concept.

The target market is everyone. Mainly people who look to help the environment and promote sustainability. It aligns with the total product concept via its quality and [value for money compared to competitors] - more premium price

Core product - toilet paper

tangible attributes - vibrant packaging, ecofriendly

intangible attributes - delivery, quality, doing good.

3. Explain the relationship between supply chain challenges and inventory management strategies for businesses including Who Gives a Crap.

They manufacture outside of Australia. This is because it is rare sustainable and friendlier to the environment. They do speak briefly about manufacturing

In Australia in the future.

Supply chain delays due to shipping mean they need to buffer stock to ensure supply (J.I.C.)

4. Select data and information from the case study to analyse the marketing and operations practices using a SWOT analysis.

Strengths - eco-friendly 100% recycled nbs/burpees - Highest customer satisfaction rating - Unique packaging / playful phrases and puns (S3)	Weaknesses - Lack of market share value - produced 200,000 rolls of Unbreakable TP (S5) Supply chain delays / inventory management
Opportunities - people taking photos and posting on social media (S2) - Donating 50% profits to build toilets (S1) - the domestic manufacturing in the future (S4) ↑ demand ecofriendly	Threats - supply chain disruptions - panic buying - pandemic - Giant competitors - Manufacturing outside of Australia Great!

Interpret a relationship or trend in the swot analysis to draw conclusions about the implications of the marketing and operational practices currently used by the business.

The trend of panic buying leads to short-term sales but long-term issues. The relationship of being 100% sustainable and donating profits is a significant marketing practice from the business. (state there - supply chain problems requiring greater stock on hand (J.I.C.)

really great start well done

1. Describe the facts and characteristics of the business situation as well as the business environment of Who Gives a Crap.

Who gives a crap is a company based out in Melbourne, Australia. They make eco-friendly toilet paper out of 100% recycled material. They donate 50% of profits to help build toilets for the people living without them. Launched in 2012 by Simon, N. Jehan, and Danny. Their business has been growing since 2013.

Steady growth, manufactured in China, premium quality + price, Vibrant / fun / playful brand, low carbon footprint.

*External - competition - very competitive market
- social trends - eco friendly*

2. Explain the target market for the business and how it aligns with the total product concept.

The target market for who gives a crap is families and home owners.

And also council for "free" Bathroom toilet paper.

sense of humour, nice design

Total Product Concept - link to this

Core Product - Toilet Paper

Tangible - design, enviro friendly packaging

Intangible - Quality, doing good,

3. Explain the relationship between supply chain challenges and inventory management strategies for businesses including Who Gives a Crap.

Kimberly - Clark has had a 10% per cent increase compared to pre pandemic levels. They have also have had issues with transport and truck availability.

which has impacted there business, and the product on the shelves.

Shipping from China means they need to maintain high stock reserves (I.I.C)

4. Select data and information from the case study to analyse the marketing and operations practices using a SWOT analysis.

Strengths - business is growing - 5 star's - vibrant colouring - Sustainable.	Weaknesses - Struggled to keep on the shelves. - Supply chain problems / vulnerabilities
Threats - pandemic - competition. - Supply Chain issues	opportunities - pandemic. - donating profits. - domestic production ↑ demand for enviro friendly

Interpret a relationship or trend in the swot analysis to draw conclusions about the implications of the marketing and operational practices currently used by the business.

see S.S.

look over
US. Start if
with sure. Please
not sure. help
Ask for help
in the if you
tests are not sure
now to begin

1. Describe the facts and characteristics of the business situation as well as the business environment of Who Gives a Crap.

who gives a crap sells bamboo toilet roll
that is recyclable and environmentally friendly (C)
50% donated - social enviro friendly
steady growth 200 employees
Manufactured in China.
Highly competitive market
Premium price quality product
Vibrant / fun / playful branding
low carbon footprint
social trends towards enviro friendly

2. Explain the target market for the business and how it aligns with the total product concept.

people who want sustainable and environmentally
friendly products and have the money aren't
a huge market but aren't small either
sense of humour, design aesthetic
Total Product Concept
Core Product - Toilet Paper
Tangible attributes - Vibrant, enviro friendly packaging
Intangible attributes - Quality, Sense of doing good

3. Explain the relationship between supply chain challenges and inventory management strategies for businesses including Who Gives a Crap.

see S.S.

4. Select data and information from the case study to analyse the marketing and operations practices using a SWOT analysis. *see S.S.*

<i>S</i> push for environmentally friendly products	<i>W</i> higher cost to use bamboo
<i>O</i>	<i>T</i>

Interpret a relationship or trend in the swot analysis to draw conclusions about the implications of the marketing and operational practices currently used by the business.

see S.S.

1. Describe the business situation that supported the launch of the inaugural GC30 in 2021.

2. Explain why planning and scheduling are important for project management, including for staging events like the GC30.

Planning & scheduling events are important so that everything runs smoothly. For an event like the GC30, planning is important as roads get blocked off therefore traffic needs to be alert. budgets are needed as well & materials like fencing water stations etc. need to be ordered for the event

3. Explain why the GC30 currently limits capacity. Identify ways they could increase capacity in the future to grow the event.

The GC30 has a limited capacity due to the restricted area. If they were to expand the venue, not only would the capacity increase so would the revenue from extra customers.

4. Explain the relationship between operations and marketing in the running of an event like GC30.

marketing is important to get people there supporting & running & operations are important so that the event runs smoothly accordingly

5. Evaluate the decision to cap runners across the festival using business criteria. Make a decision and propose recommendations for the sustainable operation of the event. (use the reverse side of this page if you need extra space).

* competitiveness, makes the races more even, interesting, fair & competitive

*

Excellent start

Part 1 & 5 - see s.s. on the Note

Part 2 - be sure to incorporate business terminology - which scheduling/planning methods used? why?

Part 3 - good - be sure to bring back to strategic vision (niche event)

Part 4 - How is the event positioned (pitched) to runners? (consider how merchandise is used to promote event).

1. Describe the business situation that supported the launch of the inaugural GC30 in 2021.
looking for an event that was not reliant on overseas participants, and wouldn't be impacted by domestic border closures (like covid).
2. Explain why planning and scheduling are important for project management, including for staging events like the GC30.
because it includes things like risk management and permits, it ensures a control over all aspects to ensure the event runs smoothly.
3. Explain why the GC30 currently limits capacity. Identify ways they could increase capacity in the future to grow the event.
trial larger amounts to test for safety and flow, but they could increase capacity by staggering start times and having multiple events so more people ~~can~~ can do it.
4. Explain the relationship between operations and marketing in the running of an event like GC30.
marketing can't over-promote because they don't want to go over capacity, which operations would account for.
5. Evaluate the decision to cap runners across the festival using business criteria. Make a decision and propose recommendations for the sustainable operation of the event. (use the reverse side of this page if you need extra space).

Great

Part 1 - you could also mention the triathlon which stopped running creating an opportunity for other running events (like marathon)

Part 2 - be sure to use business terminology - which scheduling/planning tools/methods used + why?

Part 3 - Good - you could mention growth needs to align to niche vision

Parts 4-5 see S.S. on One Note