

Exercise walk-through

2.4

Marketing and Sales Plan

GAC Business

You must be able to

- distinguish a forecast from a guarantee
- identify a suitable promotion channel
- explain a call to action and conversion measure

1

The method

Method — Target → channel → measure

A student repair service targets cyclists near campus. It posts a QR booking link in student groups and counts scans, bookings, and completed repairs. These measures show whether attention becomes sales.

Method — Forecast with assumptions

“We will have many customers” is not a forecast. “Twenty bookings in month one, based on campus-group reach and two-hour capacity” can be tested and revised.

2

Practice

Practice 2.1 ■ 1 mark

Define a sales forecast.

Solution 2.1

Worked steps

- An estimate of units or sales expected over a period. **B1**

Practice 2.2 ■ 1 mark

State what a call to action tells a customer.

Solution 2.2

Worked steps

- The next step the customer should take, such as scan, book, visit, or order. **B1**

Practice 2.3 ■ 2 marks

Explain why bookings are a stronger sales measure than advert views.

Solution 2.3

Method: Target → channel → measure — p.4

Worked steps

- A view shows attention only. **B1**
- A booking records a customer action toward a sale. **A1**

3

Exam-style

Exam-style 3.1 ■ 4 marks

Explain two reasons a QR booking link in a student group may suit a campus bicycle-repair service.

Solution 3.1

Method: Target → channel → measure — p.4

Worked steps

- Students in the group are close to the target market. **B1** **A1**
- A QR link makes the next action quick and measurable. **B1** **A1**

Exam-style 3.2 ■ 4 marks

A business forecasts 30 bookings but receives only 12 in its first week. Explain how reviewing this result can improve the marketing plan.

Solution 3.2

Worked steps

- The firm compares actual bookings with its forecast. **B1**
- It can test assumptions about the channel, price, or offer and change one of them. **A1** **A1**
- This prevents repeating an ineffective campaign without evidence. **B1**