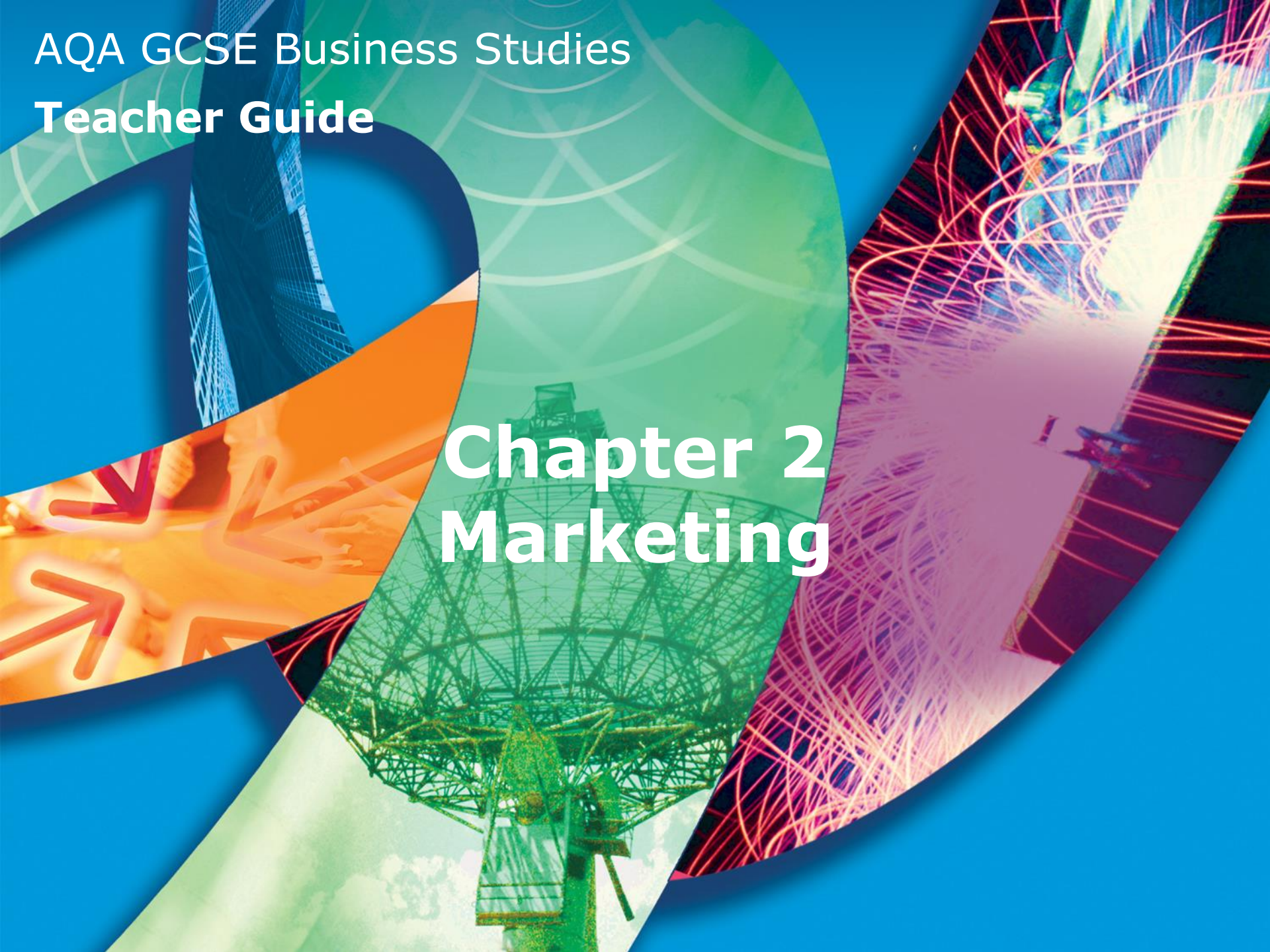


AQA GCSE Business Studies  
**Teacher Guide**

**Chapter 2**  
**Marketing**



## **Market research**

This is gathering and analysing information to help marketing decisions.

It can be:

- primary (field) — asking potential customers
- secondary (desk) — using books and the internet



## **Primary (field) market research**

This can be done by:

- observing
- experimenting
- surveying



## **Secondary (desk) market research**

This can be cheap and quick.

It involves:

- reading
- surfing the internet



## **Start-up market research**

This can be difficult because:

- there can be a shortage of money
- entrepreneurs are sure their products will sell well

**Why should an entrepreneur carry out market research when planning a new business?**



## **The marketing mix**

This is known as the 'four Ps'.

### **What do each of the four Ps stand for?**

It is important to choose the right mix:

- Luxury cars need good quality products but high prices.
- Bread may have a low price and be sold in many places.