# **Benjamin – Marketing - QA**

## **Quality Assurance**

most of the time quality assurance is treats as the source of good quality in and of itself. that idea turns out to be a unexpectedly imperfect one. after attractive our personal lumps on the subject of quality a few years back, we have a procession on the right way to gaze at it.

* have we done what we promised ?
* have we done something that will make our customers happier?
* have we done something that we will be proud of?

## **Sub Project Plan**

## **Risk Register**

The risk register contains the significant risks faced by the business and identifies the potential impact and likelihood at both a gross level (before consideration of mitigating controls) and net level (after consideration of mitigating controls). This gives the Board the opportunity to review the level of risk that the business is prepared to accept. The register also contains the assurance provided over current key mitigating controls. Where further actions have been identified to mitigate risks to a level deemed acceptable, these are agreed with specific timelines for delivery and are monitored closely until fully implemented.

## **Requirements**

Our team helps build relationships with both customers and colleagues. Internally, we communicate business news, shout about our success stories and inspire over 150,000 colleagues with our values, vision and goals. Externally, we speak to our customers constantly, enabling us to create targeted TV, online and radio campaigns, appealing in-store events and great sub-brands like Taste the Difference. Because we understand exactly what our customers want, we can find new ways to increase satisfaction, loyalty and sales.

**Marketing Requirements**

* User should be able to view the types of items purchased by a customer.
* User should be able to send recommendations/deals to customers.

## **Software**

The world is changing rapidly. Our vision is for FCEPH’s to have a world-class digital and technology function to ensure that we can deliver great services for our customers whenever and wherever they want to shop with us.

This announcement demonstrates our commitment to that goal, and to attracting the best talent in this ever-developing sector. As Manchester is the UK’s second largest technology hub, it’s a natural step for us to recruit there. It’s a great time to be working in retail. This fast-paced, exciting sector is giving rise to the most innovative practices.

## **Component Integration**

* **Email Marketing.**   
  The most customizable, personalized and convenient way to market, email marketing allows you to constantly stay in touch with customers and keep them updated on your latest deals. [Email marketing](http://www.walsworth.com/blog/how-to-build-and-grow-your-email-list/) also enables you to track which recipients click on your links and ultimately make purchases, helping you to understand the tendencies of your best customers.
* **Banner Ads.**   
  Some feel the banner ad has gone out of style, but if you’re looking for exposure, you could do a lot worse. Banner ads create awareness of your brand and help to facilitate inquiries by prospective customers. Additionally, through targeted advertising, you can make sure your banner ads are targeted to certain demographics at certain times so they are seen by those most likely to be interested in your product and when they are most likely to purchase.

## **Testing**

The market test is generally carried out to ascertain the probable market success in terms of new product’s performance, the level of acceptance of the product, customer satisfaction, and the efficiency of the marketing campaign.