

Coursework of 10/02/2021

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Task 16

2. Hugo Bos
3. Dyson
4. Cadbury
5. Kettle
6. Rolls Royce
7. Mountain Dew
8. The North Face

A brand is a name, symbol, design (or a combination of all three) that the company uses to make the product instantly recognisable.

A brand can relate to a specific product like irnbru but can also relate to an entire company like Heinz

A busienss can save money on advertising once the brand becomes a household name

Higher prices can be charged once the customer becomes a customer to the brand

It is easier to launch new products or new versions of the product

If a product fails this can impact the entire brand

Time consuming to establish impact on business profits

People make fake brands

Many super markets have made their own brands that have similar packaging to try and steer customers away from the big brands

It is also successful for people on a budget to buy the same taste for a lower price

Task 18

Own Brand Task

For each 'branded' product find an 'own brand' equivalent and note the price difference.

At the end calculate how much you will have saved!

Chocolate	
Branded Product	Non Branded Product
Cadbury's Dairy Milk	Asda Smart Price Chocolate Bar
Price	Price
£1.50	£0.30
Price Difference	£1.20

Chocolate Digestives	
Branded Product	Non Branded Product
McVities Chocolate Digestives	Tesco Chocky biscuits
Price	Price
1.30	0.79
Price Difference	0.51

Baked Beans	
Branded Product	Non Branded Product
Heinz Beans	Tesco Beans

Price	Price
1.69	40 p
Price Difference	1.29

Ginger Nuts	
Branded Product	Non Branded Product
McVities Ginger nuts	Tesco ginger biscuits
Price	Price
90p	45p
Price Difference	45p

Jaffa Cakes	
Branded Product	Non Branded Product
McVities	Tesco
Price	Price
1.90	79p
Price Difference	1.11

Doritos	
Branded Product	Non Branded Product
Doritos	Tortilla chps
Price	Price
1	30p
Price Difference	70p

Washing Liquid	
Branded Product	Non Branded Product
Fairy	tesco
Price	Price
1.40	60p
Price Difference	0.8

If you were to only buy Own Brand products – how much would you save overall?

5 pounts

Would this convince you to start buying Own Brand product? Justify your answer

No because you can't get the same quality and taste from a store brand as you can as a name brand



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Branded Product	Non Branded Product

Price	Price
Price Difference	

Ginger Nuts	
Branded Product	Non Branded Product
Price	Price
Price Difference	

Jaffa Cakes	
Branded Product	Non Branded Product
Price	Price
Price Difference	

Doritos	
Branded Product	Non Branded Product
Price	Price
Price Difference	

Washing Liquid	
Branded Product	Non Branded Product
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