

Unit 1 – Creating a Marketing Proposal – Witness Statement

Centre Name: [REDACTED]

Centre Number: [REDACTED]

Candidate Name: [REDACTED]

Context of Presentation:

As part of the interview process for a job as a marketing assistant at McDonald's, candidate has been asked to give a presentation on a suitable marketing mix for a new product or service for the business. Candidate will present their proposal to an informed audience.

Comment on the candidate's ability to apply their marketing proposal to the needs of the consumer within their chosen business context.

Candidate gave a professional introduction to herself and the context of her presentation. She gave a clear and concise overview of the success of McDonald's and the strengths they have in conjunction with highlighting the fall in sales over the past three years. She identified how her new product of pizza was identified as a result of conducting a SWOT analysis on the company.

Product – candidate identified the origin of her idea from her SWOT analysis. She identified changes in the fast-food market – decrease in burger market, and increase in pizza market. Candidate identified niche in product range and analysis of market research to support the new product introduction. Candidate justified choice of sizes and toppings for new product with statistical evidence from research of consumers and competitors. Style of menu (set menu and self-selection) was adopted as a result of research findings.

Price - candidate decided to use competitive pricing and justified her choice of pricing strategy with convincing arguments. The price set for the different sizes of pizza was evidenced from research of consumers and what they would pay, along with competitors price and the cost price. Candidate demonstrated consideration of these factors in determining her prices, giving explanation of her reasoning.

Place – candidate identified the strengths of the current location of the Ballymena franchise. She had investigated the viability of producing pizza in the franchise in regards to the ability to accommodate stock and equipment (pizza ovens). Candidate had clearly considered the implications of such a venture by the company in relation to the franchise.

People – candidate identified the significance of people within the McDonald's ethos. She had considered the need for all staff to be trained in the making of pizza as this is a policy of the company.

Promotion – candidate had considered a wide variety of promotional techniques and selected appropriate techniques for her strategy for her new product. She evaluated the effectiveness of the techniques and justified her choice of techniques with reasoned arguments. She considered the requirement of only promoting to a local target market for her trial product and the most effective forms to reach her target audience such as the local radio station and local newspapers. She also considered the impact of techniques on the corporate image of the entire company, such as posters only put in designated areas and the pollution of the local area with littering of discarded flyers/leaflets.

Criteria	Comments
Use of appropriate business terminology:	Candidate made appropriate use of business terminology throughout the presentation. Candidate used marketing terminology effectively in relation to all aspects of her proposal.
Use of visual aids and other techniques to engage the audience:	Candidate was competent in the use of Powerpoint as medium for this presentation. Slides were of a high standard in relation to content and style. Content of slides contained variety of material – pictures, charts, logo's. Information within proposal was concise and relevant which ensured audience were engaged throughout. Candidate was believable in her performance as a marketing specialist which assisted with engaging the audience
Structuring of material so that the presentation may be easily followed and moves at a reasonable pace:	Content of the presentation was structured in an effective manner which showed progression of idea and proposal. The material between the elements of the marketing mix contained sufficient detail to allow audience to identify the significant aspects to be considered within this proposal. Presentation was paced at an appropriate level to ensure maintaining audience attention throughout.
Clarity of expression with the stimulus material that is being used:	Content of presentation was clear and concise. It engaged the audience as they were able to understand it and follow the train of thought of the candidate. Structure of presentation aided the clarity of the material. Candidate was confident and showed a comprehensive understanding of her proposal.
Eye contact and use of body language:	Candidate made good eye-contact with the audience. Her confidence was apparent and was enhanced by her knowledge and preparation for the proposal.
Willingness to take questions from the audience at the appropriate time:	Candidate offered the audience an opportunity at the end of the presentation to ask questions. Candidate was successful in handling questions from the audience and was equipped with a comprehensive understanding of her research and therefore evidence for her proposal.

Additional Comments:

This was an extremely effective and efficient presentation on pizza at McDonalds. Candidate had clearly prepared well for the task and her research and analysis of this research was evidently comprehensive. Candidate conducted the presentation in a professional manner, engaging the audience and supporting her ideas with evidence and arguments. She had considered all aspects of the marketing mix relating to her proposal and had even considered scenarios which may have arisen when going global with the new product. Overall an excellent presentation.

Evidence provided to support presentation:

Copy of the PowerPoint slides Yes /
OHTs / No
Prompt cards Yes /

Signed: _____

Date: _____