

Mendlow Repairs: planning a marketing campaign

Learner workbook | Pearson BTEC Level 3 National Extended Certificate in Business, Unit 2: Developing a Marketing Campaign | Original TBS three-lesson case for classroom practice

Over three lessons you will plan a marketing campaign for a new service at a small business. Lesson 1: the purpose of marketing, aims and objectives, and the influences on the campaign. Lesson 2: interpret market research data and choose a target market. Lesson 3: set the price, choose media within a budget, plan the timeline and draft a short campaign rationale.

Mendlow Repairs, the town of Brackenford and every person, figure and comment in this case are fictional. Costs are simplified for teaching. You need a calculator. This is original classroom practice; it is not a Pearson assessment task.

The business

Mendlow Repairs is a small clothing repair and alterations studio on Mill Street in Brackenford, a market town in the English Midlands. Leah Brennan, a trained tailor, opened it three years ago. She works full time with two part-time staff: Aisha, who trained as a costume maker, and Tom, who serves customers and is paid £12 an hour. Customers bring in clothes to be shortened, taken in, patched or given new zips. The studio has 12 sewing machines and a large work table, and it is empty every weekday evening.

Customers keep asking Leah, "Can you show me how to do this myself?" She plans to launch Stitch Club: a weekly two-hour evening session where members bring their own clothes and learn to repair, alter and upcycle them with a tutor's help. Aisha will teach every session. There will be three groups (Tuesday, Wednesday and Thursday evenings) of 12 members each. Members pay a monthly fee for four sessions and receive a welcome kit (needles, thread, a tape measure and a seam ripper) in a Mendlow Repairs cotton bag.

Leah's goals for the business: "I want the studio to earn money in the evenings, and I want Mendlow Repairs to be the place in Brackenford that helps clothes last longer." She has set aside £2,000 from the business's savings for an eight-week marketing campaign. Stitch Club opens in week 5. Leah has never planned a marketing campaign and has no marketing staff.

Key facts

Item	Figure
Stitch Club places	3 groups of 12 = 36 members
Sessions	One 2-hour session a week; members pay monthly for 4 sessions
Campaign budget and timing	£2,000 for 8 weeks; Stitch Club opens in week 5
Existing customers on the email list	1,150 (from repair tickets)
Mendlow Repairs Instagram followers	1,600
People	Leah (owner, tailor); Aisha (part time, will teach Stitch Club); Tom (part time, £12 an hour)

Free sample

Mendlow Repairs: planning a marketing campaign

Contents of the full pack

Lesson 1: What should the campaign achieve?

Lesson 2: Who should the campaign target?

Lesson 3: Planning the campaign

Student workbook and teacher guide, as PDF and as editable Word files.

The teacher guide has lesson plans, full worked answers and indicative guidance.

This sample is the cover and the first two pages of Lesson 1 of the student workbook. It contains no answers. The pages that follow are exactly as in the full pack.

Lesson 1: What should the campaign achieve?

Today you will decide what Leah's campaign is for, what aims and objectives suit her business goals, and what could help or hold it back.

Starter: why do businesses market?

Write the purpose of marketing that each action shows. Word bank: anticipating demand, recognising demand, stimulating demand, satisfying demand.

Mendlow Repairs action	Purpose
1. A launch offer and adverts to make people want to try Stitch Club	
2. Leah notices that more and more repair customers ask to be shown how to fix clothes themselves	
3. Sessions on weekday evenings with machines ready and a friendly tutor, so members get what they came for	
4. Leah reads a forecast that repair classes will grow over the next five years and plans ahead	

Task 1: marketing aims (pairs, card sort)

a. Match each of Leah's statements to one marketing aim. Use each aim once. Word bank: understanding customer wants and needs; developing new products; improving profitability; increasing market share; diversification; increased brand awareness and loyalty.

Leah's statement	Marketing aim
1. "The studio is empty every evening. I want it to earn money."	
2. "I want people to think of Mendlow Repairs first whenever clothes need fixing, and to keep coming back."	
3. "Before we launch, I need to find out what people who want to fix their own clothes really need."	
4. "Stitch Club is a service we have never offered before."	
5. "Teaching people to mend their own clothes takes us into a new market, not just a new service for our repair customers."	
6. "I want more of the town's clothing repairs to come to us instead of to the dry cleaner's."	

Task 1 (continued)

b. Which two marketing aims matter most for Stitch Club? Explain why, using Leah's goals.

Task 2: brand and market

a. Is Stitch Club aimed at a mass market or a niche market? Explain, using the case.

b. Give three words that describe the Mendlow Repairs brand personality, as you see it from the case.

c. Suggest a unique selling point (USP) for Stitch Club.

d. Mendlow Repairs is a small business with a £2,000 budget and no marketing staff. Explain one way this will affect the campaign Leah can run.
