

HNC @ HOME 2026




A Level & Applied Business *Activity 1*

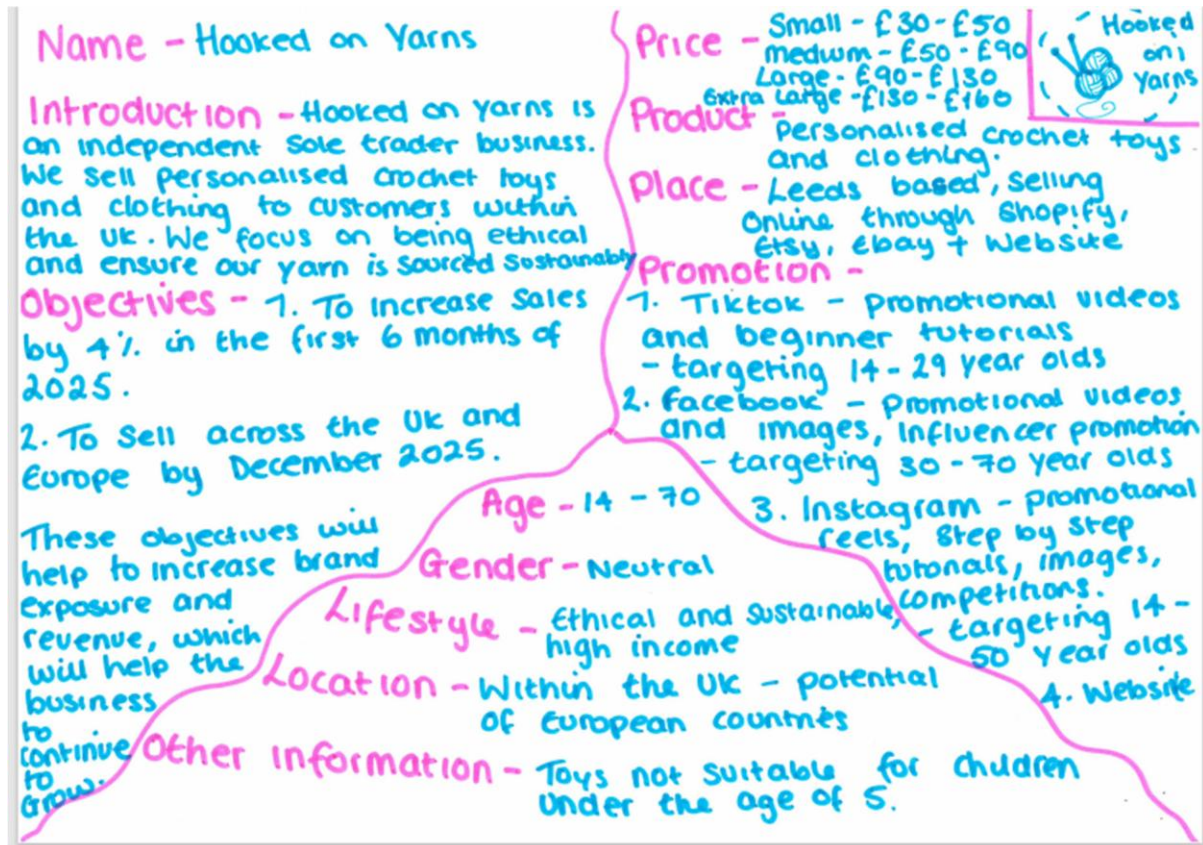
Create a marketing campaign

Create a simple marketing campaign you can use to raise awareness of a business idea you would like to set up.

Example 1 - Pasta People

<p>Business Name - Pasta People <i>Introduction - Pasta People was established by two former HNC students three years ago. They renovated a horsebox, to sell their homemade pasta and sauces at festivals and events. They have now branched out to sell ready meals.</i></p> <p>The objectives of Pasta People are:</p> <ol style="list-style-type: none"> To Increase the sales of their fresh pasta ready meals by 15% in the next year. To is to franchise the horsebox idea to five entrepreneurs around the country, who will replicate the pasta van idea in different regions. 	<p>The marketing Plan</p> <p>Product - freshly made healthy, nutritious pasta and sauces; made with no preservatives or additives; providing at least two portions of vegetables in each meal.</p> <p>Price - £8 for either a ready meal for two or a festival pasta portion.</p> <p>Place - the pasta is sold at festivals and food events across Yorkshire. The new ready meals are available in local independent deli shops.</p> <p>Promotion - awareness is raised by lively and interesting social media activity, with links to local entrepreneurs and influencers. Adverts are placed in the university websites and at local nursery schools and colleges. The USP is that each week 50 meals are donated to the local foodbank.</p>
<p>Target Market <i>University students and other young people working full time - aged 18-24 Young families with young children. Festival visitors - a very mixed market of age and lifestyles, depending on the food / music festival.</i></p>	

Example 2 - Hooked on Yarns



Using the examples above, your activity is to create a marketing campaign with the following headings:

- Name of Business
- Introduction to the business idea
- What you want the business to achieve (objectives)
- Ideas for a business name, logo and brand (this can include images, colour schemes etc).
- The marketing Plan for your business
- Product - what will make your product stand out from others.
- Price - what will you charge and how does it compare to rivals
- Place - where will it be sold - shop (where) or online
- Promotion - how will you raise awareness of your product
- Market segmentation - identify your ideal customers - age, gender, lifestyle, location, other
- information.