Crumpglaze is an established double glazing company operating out of a rural area of Essex. Their offices are based near the ground of a well supported football team. Sales have dipped recently as they have struggled to find new business. They have also had to compete with larger companies based in the busier areas of Brentwood and Chelmsford who are generally cheaper than Crumpglaze.  
In the past they have relied on word of mouth advertising as their main form of promotion as they are known for producing high quality work with high quality materials. They make a lot of profit on their jobs but source the materials needed relatively cheaply.   
  
Advise Crumpglaze on the best way to promote their business. (9 marks)

Option 1: ................................................................................

Highlight part of the text that supports this option.

Explain why you have highlighted this text.

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What are the advantages to Crump’s Crumpets of using this method?

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What should Crump’s Crumpets be wary of when using this method?

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Option 2: ................................................................................

Highlight part of the text that supports this option.

Explain why you have highlighted this text.

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What are the advantages to Crump’s Crumpets of using this method?

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What should Crump’s Crumpets be wary of when using this method?

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**Use a different colour highlighter for the next task.**

Advise Crumpglaze on the best pricing strategy for their business. (9 marks)

Option 1: ................................................................................

Highlight part of the text that supports this option.

Explain why you have highlighted this text.

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What are the advantages to Crump’s Crumpets of using this method?

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What should Crump’s Crumpets be wary of when using this method?

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Option 2: ................................................................................

Highlight part of the text that supports this option.

Explain why you have highlighted this text.

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What are the advantages to Crump’s Crumpets of using this method?

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What should Crump’s Crumpets be wary of when using this method?

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**Evaluation for question 1:**

Which option do you think is best?.............................................................................................................................................................

Why do you think this? (Give the strongest advantage of this option in relation to the business)

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Why is it better than the other option? (Give the strongest disadvantage of the option you haven’t chosen in relation to the business)

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However to what extent my decision is valid depends upon? (Give the strongest disadvantage of your chosen option in relation to the business)

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**Evaluation for question 2:**

Which option do you think is best?.............................................................................................................................................................

Why do you think this? (Give the strongest advantage of this option in relation to the business)

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Why is it better than the other option? (Give the strongest disadvantage of the option you haven’t chosen in relation to the business)

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However to what extent my decision is valid depends upon? (Give the strongest disadvantage of your chosen option in relation to the business)

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Extension: What is the best way for Crumpglaze to extend the product lifecycle of their product? (9 marks)