

Name _____

Class _____

Date _____

By the end of this worksheet I can...

- ☐ describe the role of designers, manufacturers, marketing teams, consumers and retailers

I DO

Worked example Read how a full-mark answer is built

A company is launching a new range of kitchen utensils.

1 Describe the role of the marketing team and the role of the retailer in the success of the new range. (4 marks)

Points that earn marks from the marking instructions: one ✓ per point

- ✓ Marketing: research the target market and what they want
- ✓ Marketing: decide the price, promotion and advertising
- ✓ Marketing: create the branding and packaging to attract buyers
- ✓ Retailer: give feedback on what is selling and on market trends

Why marks are not awarded

- ✗ Describing the manufacturer's role
- ✗ Only one role covered: maximum 2 marks

WE DO

Guided practice Use the starters and word bank to help you

2 Describe two ways the consumer influences the design of a product. (2 marks)

Sentence starters

One ... is ..., which means ...
Another ... is ..., so ...

Word bank

feedback · designer · giving · decide ·
company · trials · questionnaires · reviews

Tip: 2 marks = 2 separate, developed points.

YOU DO

On your own No notes. Check your answers afterwards.

3 Quick check: tick one box for each.

a) Who checks a design can be made efficiently and economically?

☐ Manufacturer ☐ Consumer ☐ Marketing team ☐ Retailer

b) Who gives feedback on which products are selling well in shops?

☐ Marketing team ☐ Designer ☐ Manufacturer ☐ Retailer

4 Key terms: write the letter of the matching description next to each term.

- | | | |
|-----------------------------|-------|--|
| 1. Role of a retailer | _____ | A Feedback on sales, what will sell and market trends. |
| 2. Role of a manufacturer | _____ | B Ensures the product can be made efficiently and economically. |
| 3. Role of a marketing team | _____ | C Plans how the product is priced, promoted and sold. |

Check and reflect

Mark your answers with the answer sheet. Go back to the checklist on the site and re-rate each "I can" statement above. Which one still needs work?
