

**ADVANCED GCE  
BUSINESS STUDIES**  
Marketing

**F293/RB**

**RESOURCE BOOKLET**

**Monday 24 January 2011  
Afternoon**

**To be given to candidates at the start of the examination.**

**Duration: 2 hours**



**INSTRUCTIONS TO CANDIDATES**

- The information required to answer questions 1–6 is contained within this resource booklet.
- Do not hand this resource booklet in at the end of the examination. It is not needed by the Examiner.

**INFORMATION FOR CANDIDATES**

- This document consists of 4 pages. Any blank pages are indicated.

**INSTRUCTION TO EXAMS OFFICER / INVIGILATOR**

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## Beet, Diver & Turner Solicitors (BDT)

Beet, Diver and Turner (BDT) Solicitors was established in 1982. It is based in West Bromwich in the West Midlands, a few miles from Birmingham City Centre, offering a range of services to private and corporate clients. BDT has three partners, Mark Beet, Fiona Diver and Clare Turner. They are assisted by three other solicitors and two legal executives. Mark, the Senior Partner, considers the business to be strategically focussed and he has always tried to diversify and develop BDT. 5

*The range of services offered by BDT includes:*

- *domestic property and conveyancing – helping to sell and buy properties; re-mortgaging; purchase of freeholds or leases; holding deeds, etc.*
- *commercial property and conveyancing – acting for landlords or tenants; sale and purchase of property; rent reviews; lease renewals, etc.* 10
- *family law – divorce and separation; unmarried couple property disputes; disputes related to children, etc.*
- *wills – writing wills; inheritance tax issues, etc.*
- *employment – contracts; employee disputes, etc.* 15
- *commercial law and litigation – helping businesses in debt recovery; defending claims; negotiating settlements, etc.*

The business has grown from strength to strength, building a solid reputation based on good service and a friendly approach to its clients. One of the other solicitors, Gunny Patel, is fluent in Hindi, Urdu and Punjabi and this has helped BDT secure more clients in the local area. Mark has always been keen to gain positive feedback from clients and encourages all of them to complete a survey when the work is finished. This survey is used by Mark and his team to identify training needs and improve customer service. Mark feels that it is important to pay strong attention to client needs and this can be tricky given the wide range of clients who use BDT. 20

In terms of marketing, Fiona, who looks after this aspect of the business, feels that there is a need to segment the customers of BDT. She also realises the importance of carrying out good quality market research and would like to enhance the research done by Mark to assist with marketing and the generation of future clients. Fiona has already approached Jayne, a student seeking a work experience placement, who would be willing to do the research for BDT. 25

Fiona has attended several courses on marketing and is aware of the need to plan marketing activities very carefully. BDT's promotion is largely done through local newspapers, Yellow Pages and a website. Fiona knows the importance of word of mouth but BDT is also involved in local charity fundraising in order to raise its profile. BDT gives money to sponsor a local swimming club and a children's football team. BDT has a strong local reputation. Fiona would describe the pricing policy of BDT as 'competitive'. She is aware, however, of different price mark-ups on different aspects of BDT's work and some price discrimination to assist poorer members of the local community. 30 35

Fiona feels that it would be a good idea to carry out a SWOT analysis on BDT. One possible opportunity facing BDT is the likely growth in the market for house sales. Following the slowdown in the housing market during the recession of 2009, there have been signs of improvement. Clare, who deals with the domestic property aspects of the business, is keen to promote BDT at this time. She is aware that the period from February to May is often busy and she has read reports suggesting a likely growth of 80% compared to the 60 house moves which were completed by BDT in the same period last year. One possible way of gaining more clients is a link with a number of estate agents. The estate agents would receive a fee based on any legal work passed on to BDT. Clare feels that this form of promotion would be money well spent. 40 45

Mark, however, is looking into something much more strategic. He has felt for some time that BDT is limited by its West Bromwich location. He has researched the possibility of setting up a central Birmingham office and transferring much of the work from West Bromwich. He feels that such a move would allow BDT to focus on more commercial law and litigation work. This aspect of the work done by BDT can be very profitable and would increase BDT's public profile. Such a move would have huge implications on the way BDT operates. 50

Mark and the other partners have much to think about.

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