

# BTEC Business Transition

## Work

Welcome! This is your third transition task for BTEC Business. This third task is designed to give you an understanding of what one of your externally assessed units (unit 2) will be like.

### Developing a marketing campaign

As part of Unit 2 you will be developing a marketing campaign.

#### Key

	Unit assessed externally		Mandatory units
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Unit (number and title)	Unit size (GLH)
1 Exploring Business	90
2 Developing a Marketing Campaign	90
3 Personal and Business Finance	120
4 Managing an Event	90
5 International Business	90
6 Principles of Management	120
7 Business Decision Making	120
8 Recruitment and Selection Process	60

To help prepare you for this, read the case study on Halo Top below. You need to look at how Halo Top entered the UK market, and specifically what they have done in terms of marketing to increase customer awareness and market share.

### Product launch - Halo Top

It has 706,000 Facebook friends and 593,000 Instagram followers; but Unilever hates it. It's Halo Top, an American dairy free 'ice cream' that comes in 25 flavours and contains between 240 and 360 calories per pint. Unilever's Ben & Jerry's *Phish Food*, by comparison, contains 1,350 calories. No wonder Halo Top has grown from nothing to a 5% share of the enormous US market for ice cream. And it's coming to the UK in January 2018.

Halo Top achieved its dynamic growth in America based on a social media strategy. It used a David & Goliath story to sell the product – exactly as Ben & Jerry once did (before ice cream multinational Unilever bought up the business). In other words, Halo Top was presented as the small, brave newcomer to a market dominated by giant brands.

According to secondary research company Mintel: 'The combination of added protein, calorie count prominently displayed and shrewd use of social media struck a chord with young Americans, overturning the assumption that health and nutrition had no place in the ice cream chiller'. In the UK, sales of ice cream have been quite static in recent years, with little change in a market size of around £920 million. Yet 'Free-from' foods have been the grocery market's stars, with growth rates of 20 – 25% a year. Now Halo Top may bring the same dynamism to the UK ice cream market.

For Unilever, which has a 50% share of the UK ice cream market with brands such as Walls and Ben & Jerry's, Halo Top will have to be taken seriously. In growing from zero to \$50 million of sales in America, Halo Top has proven that it could be very serious competition in the UK. A multi-billion-pound business such as Unilever does not sit back and allow newcomers an easy ride; it wants to dominate the competitive environment.

- 1. Outline one way in which Unilever may try to weaken its new competitor, Halo Top.**
- 2. Discuss the impact of competition on decision making for the owner of a small business.**
- 3. Evaluate whether Halo Top is likely to be a success. Use the information provided, other sources, as well as, your knowledge of business.**

**Your work must be presented as a Word document and must utilise a range of sources and references to help validate your opinions/points made. Task 3 must be at least 4 A4 sides and be in font size 12.**