

# **Enterprise Activity Front Sheet**

**Course:** **Level:**  
**Project title: Marketing Crown Derby**  
**Start Date:**  
**Completion Date:**

## **Learning Objectives (WALT)**

### **Scenario:**

**The marketing manager from Crown Derby has conducted some customer research and discovered that the customer base for the company is 40+ and that the companies products do not attract interest or buying power from the younger age ranges**

**The company realises that it needs to diversify their customer base and product range so that further generations of customers can be developed**

### **Task:**

**Your task is to:-**

- Research the current product range and manufacturing methods at Crown Derby**
- To recommend a range of new products which will engage the interest of younger generations of buyers at prices that they are prepared to pay**
- Make a formal digital presentation to the marketing manager at Crown Derby identifying ideas for new product ranges with samples, brands, promotional material which might include a website.**

**Assessment criteria (WILF) :**