



### Customer Needs, Expectations and Perceptions

Duration: 23 Minutes

The more businesses know about their customers' needs, expectations and perceptions – the better able they are to effectively market their products and services. This film covers the methods by which research into various aspects of customer relations are carried out in business and industry by organisations wanting to build a profile of their customer base. A narrator and four interviewees from business, industry and government explore different research tools and methods including focus groups and surveys, sampling, secondary research and analysing results. There are also street interview grabs used at various points. For senior secondary or FE students of marketing, business and other commerce-related disciplines, this resource is essential viewing.



### Market Analysis

Duration: 34 Minutes

Businesses and other organisations have a range of tools and methods they can employ to analyse their markets. Understanding where they are placed and how they can position themselves to take advantage of market opportunities is vital to ongoing strategic planning. This film examines some of these market analysis tools and how they are applied. Narrator-guided, it includes, a range of industry experts and a number of business operators who provide unique insights into market analysis at work. Areas covered include PESTLE analysis, PESTLE business snapshots, SWOT analysis, SWOT business snapshots, the Boston matrix, product life cycle and Ansoff's box. There are also street interview grabs used at various points. The film is an ideal learning resource for senior secondary and FE students of marketing, business and other commerce-related disciplines.



## Promotion

Duration: 30 Minutes

"Promotion's absolutely critical because you can have the best product or service in the world and know absolutely everything about the customer you want to sell it to. But if you don't tell them you've got it it's very difficult for transactions to take place." (Thomas Brown, Chartered Institute of Marketing). This narrator-led film features a number of interviewees who discuss a range of ways in which businesses engage in promotion. They include advertising, direct marketing, public relations and sales promotion. It finishes with some insightful comments about the importance of measuring the success of promotion, and ways in which it is carried out. There are also street interview grabs used at various points. The film is an essential learning resource for senior secondary or FE level students of marketing, business or other commerce-related disciplines.



## The Credit Crunch

Duration: 25 Minutes

This film was made during the early part of 2009 when the world faced a credit crunch and economic times not seen since the Great Depression of the 1930s. Narrator-led and featuring many street interview grabs, together with comments from an economist and building society representative, it takes the viewer into the middle of the crisis as it was still unfolding – covering the global recession, causes and consequences of the credit crunch, the government response, unemployment and a look to the (then) future. It is a fascinating insight into these troubled times and an outstanding resource for senior secondary or FE level students of economics, business or other commerce-related disciplines.



## **The Housing Market**

Duration: 19 Minutes

The housing market is driven by many complex factors – people’s priorities when it comes to quality of life; where they want to live, where they can afford to live, whether they rent, buy or share ownership. Property prices and the cost of renting both vary considerably between different regions across the UK. This film explores many aspects to the housing market in the UK and the range of options and constraints people have when it comes to deciding where they live. Narrator-led with a range of expert interviewees, it covers an introduction to the housing market, regional variations in property prices, choosing where to live, renting, support and shared ownership and homelessness. It is an excellent introduction to this important area of study for senior secondary or FE level students of business and other commerce-related disciplines.



## **Understanding Issues in Globalisation**

Duration: 32 Minutes

This Collection helps students get to grips with the causes and extensive consequences of an increasingly globalised economy. Our experts address issues of sustainability, opportunity, threat, energy, tourism, manufacturing and transnational corporations in these engaging and accessible clips.