



Worksheet 9: Making judgements

Use the tables below to identify the advantages and disadvantages of each enterprise concept. Explain what judgement you would make, why you would make it and why you would not make a different judgement.

- 1 Evaluate the most appropriate sales promotion methods that a new fashion retailer could use in their new marketing campaign.

The BB Pizza Company is considering two options to promote the new pizza range in a marketing campaign:

Option 1: direct mail

Option 2: free samples

Discuss each of these options. Which would you recommend?

Advantages and disadvantages of direct mail	Advantages and disadvantages of free samples
Which option did you recommend and why?	
Why did you not recommend the other option?	

- 2 Jemila wants to buy a small piece of land next to her business to provide parking for her customers. Should she apply for a bank loan or a bank overdraft to pay for the land? Discuss both options. Which would you recommend?

Advantages and disadvantages of a bank loan	Advantages and disadvantages of a bank overdraft
Which option did you recommend and why?	
Why did you not recommend the other option?	