



Business lesson 4 – Student worksheet

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Learning aim:

To work as part of a team in order to interpret data and make business decisions.

Scenario:

- Cheesy Does It is a fast-growing gourmet burger fast food restaurant which was set up in 2019.
- The organisation currently has over 600 locations in the UK and intends to open another 100 in the next financial year.
- The burger chain is different from other fast-food chains as it offers a gourmet dining experience for its customers whereby they can customise every part of their meal, right from the meat their burger contains, the toppings used in their burger, the sauces applied to the burger and the bread used to make the burger, everything is customisable.
- This unique selling point appeals massively to their target audience which is young professional adults aged between 21 and 30.
- The burger chain is very keen on trying to be 100% sustainable and at present 83% of the suppliers which Cheesy Does It uses are from the local areas in which their restaurants are located.
- The restaurant currently doesn't operate any official social media channels and as such relies heavily on more traditional methods of advertising such as TV and radio.

Career spotlight:

Social media managers communicate with organisations' customers and clients through social media channels. Their responsibilities include developing strategies to increase audience engagement, using web tracking tools to check the effectiveness of campaigns and writing content for social media sites. They need to be creative, possess strong communication skills and have knowledge of media production.

SWOT analysis

Strengths

Weaknesses

Opportunities

Threats

Group Task

What do you know about Cheesy Does It?

Who is the target audience for Cheesy Does It?

Why should Cheesy Does It advertise on social media?

What information from the 8 graphs at the back of the worksheet is relevant to the requirements of the pitch?

How would you advertise on social media? (Think about which channels would be most fitting, the frequency of posts, the type of content needed for the target audience etc.)

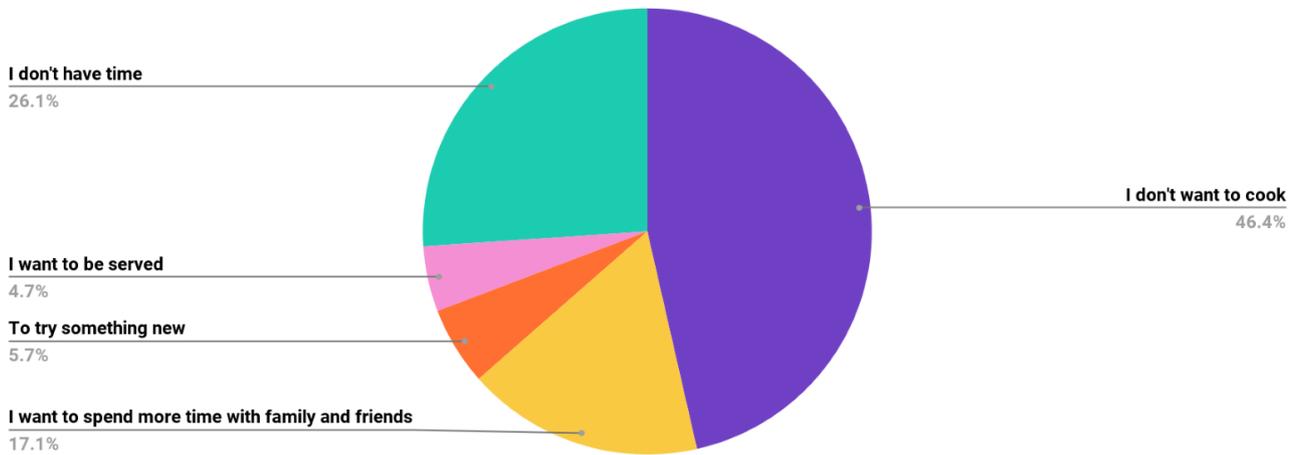
Pitch notes

In your pitch, remember to:

- Speak clearly and audibly.
- Use formal language throughout.
- Justify your reasons with evidence from the graphs.

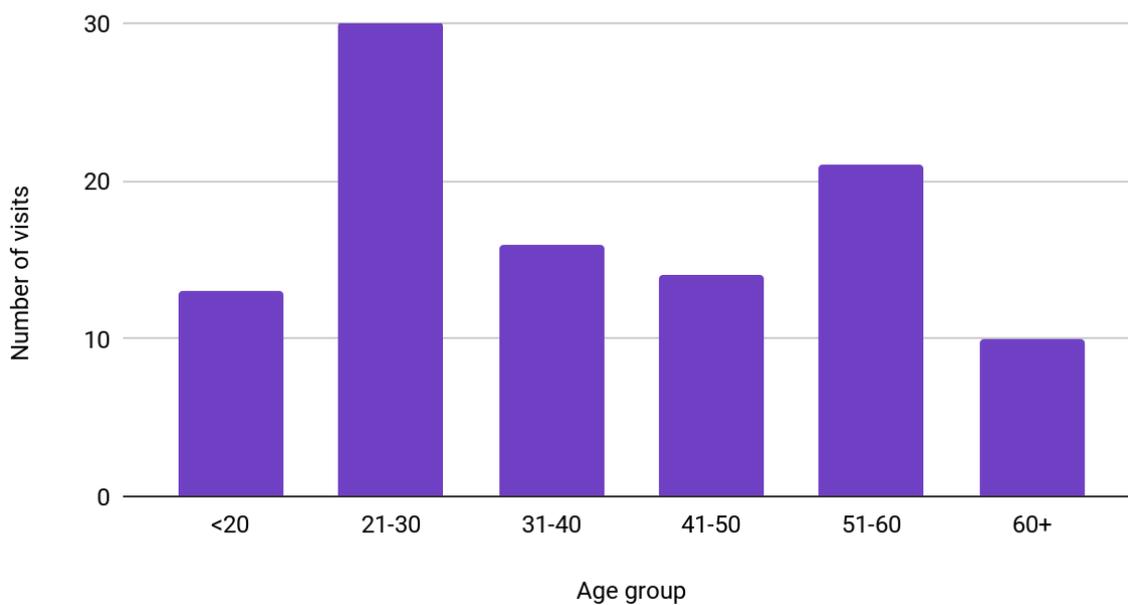
Graph 1

Reasons for eating out



Graph 2

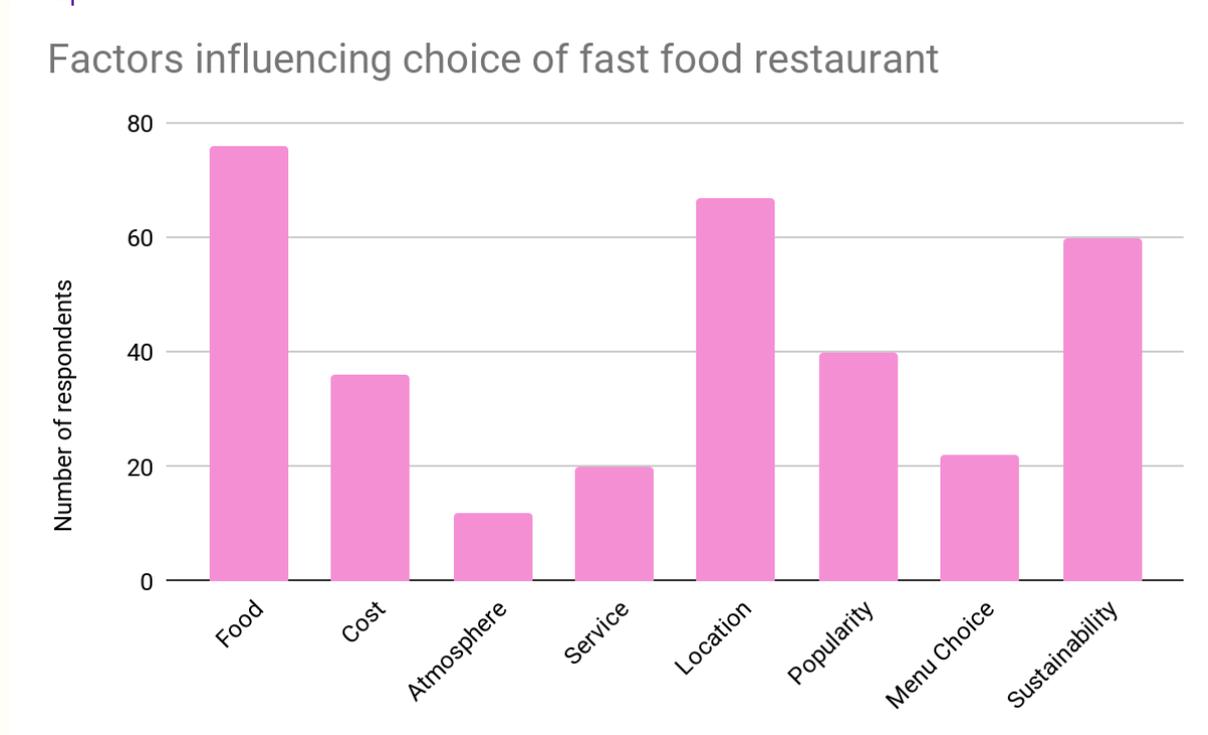
Average number of visits to fast food restaurants in a month



Graph 3

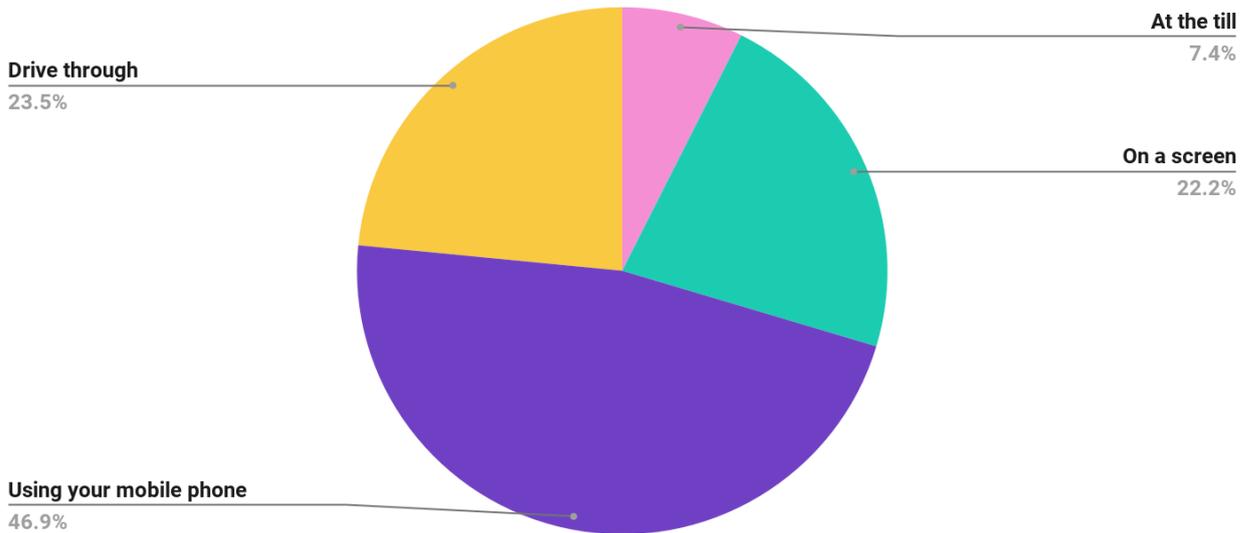


Graph 4



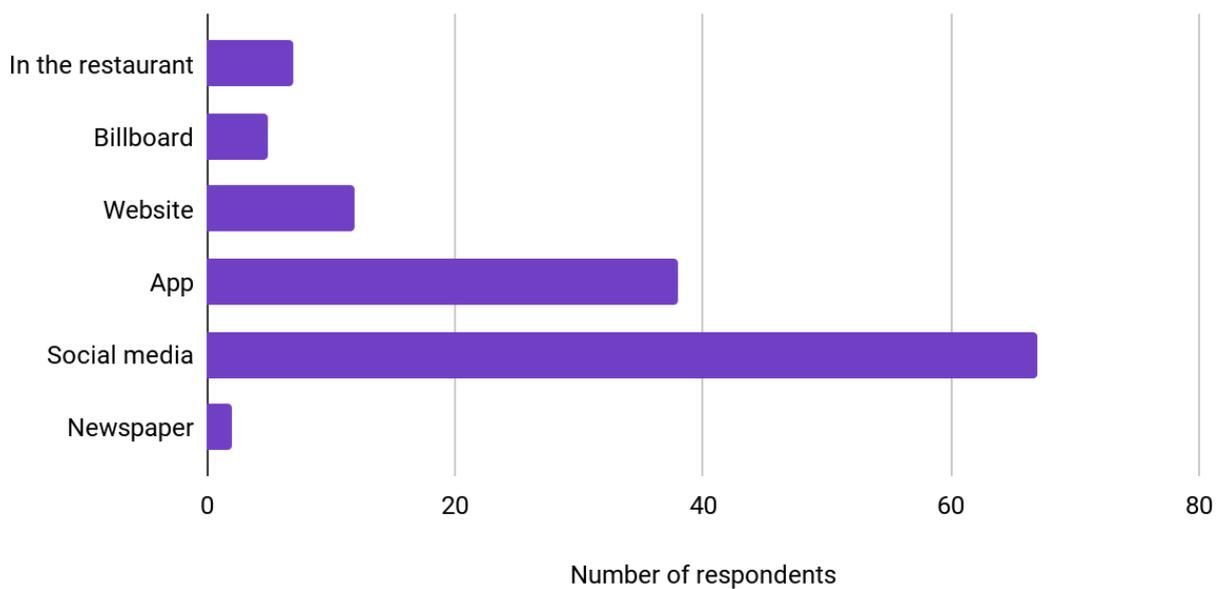
Graph 5

Preference of how to place an order in a fast food restaurant

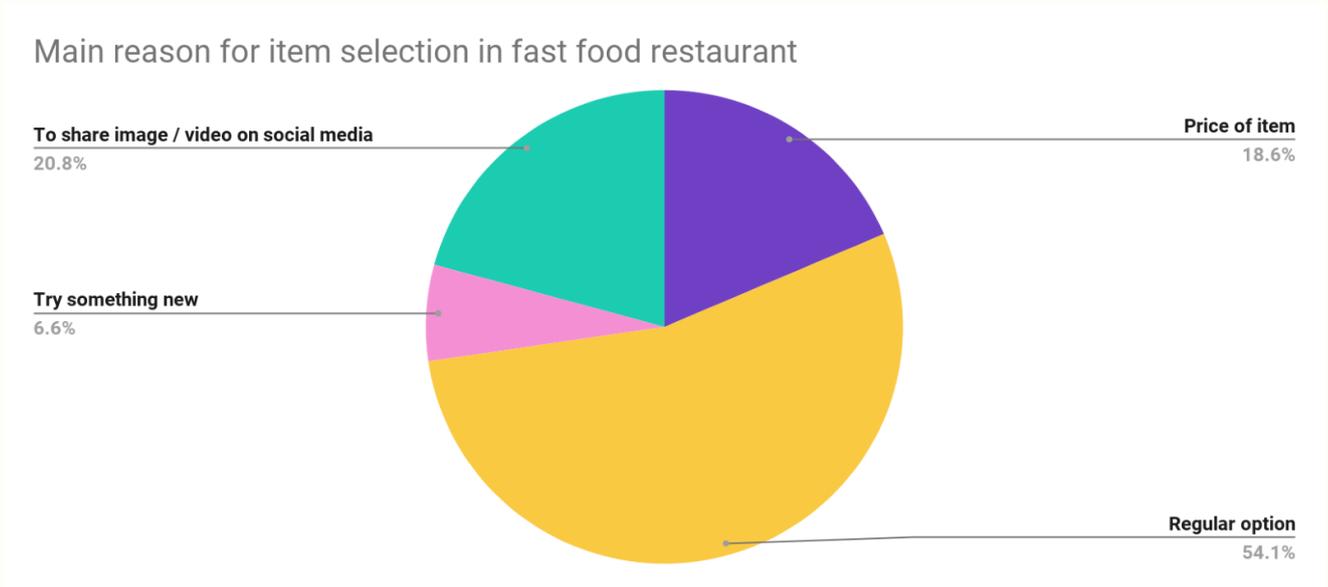


Graph 6

Preferred method of finding out information about a fast food restaurant



Graph 7



Graph 8

Preferred method of giving feedback in a fast food restaurant

