

OCR Enterprise and Marketing Year 11:

- Go on to google classroom and use the exemplar work to check any missing work on **RO65** or sections that need to be written in more detail.
- In particular look at market segmentation, customer profiles (Under each method of segmentation you need to build a picture of your customer profile, explain who they are).
- Can you analyse your results for each graph in more detail and explain what they show and how this will help with the decision you will come about the hats you will design.
- Strengths and weaknesses of each hat are to be fully analysed.
- Once you have chosen your preferred hat design, you must fully justify the reasons for your choice based on your primary and secondary research.