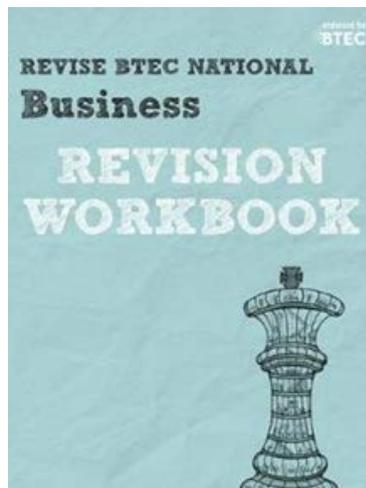


Pre-Sixth Form Tasks

Subject: *BTEC Business*

Task	Detail	Demonstrated		
		Yes	Partially	No
Organisation	<i>A large ring binder folder, with dividers and plastic wallets</i>			
	<i>This task sheet, printed & include in folder.</i>			
Tasks	<i>Complete the Walkers Crisps report on PESTLE and SWOT</i>			
	<i>Purchase BTEC revision workbook below</i>			



- **Tasks satisfactorily completed:** Yes / No

- **Subject Teacher signature:** _____

Case Study

Walkers Crisps Ltd, owned by PepsiCo, is one of Britain's biggest brands and strives to retain its popularity in a highly competitive market.

Having an innovative idea does not mean that existing ideas or products are obsolete. For example, the UK consumption of crisps, snacks and nuts has risen significantly and generates revenue of almost £129 million. Therefore, it appears that there is still room for expansion into the snack industry.

Walkers' innovation lies not just in how it expands its product range, such as its 'Do us a flavour' campaign in the mid-2000s, but, more recently, by asking the public to vote for their favourite flavours previously removed from its range. Walkers' process of deciding how to expand its range is also innovative and it does this very well by seeking **stakeholder feedback**. For example, in an earlier campaign, Walkers received more than a million votes from stakeholders for flavour ideas. The campaign got people talking about Walkers, both online and in daily conversations, subsequently raising their profile. The company promised a large monetary reward and a percentage of all future sales, with the winning announcement exposed to media coverage.

To ensure success, Walkers produced a focussed campaign. It is likely that some of their aims were:

- to remain a popular snack brand with the public
- to find out the nation's favourite flavours
- to increase sales through daily public interest
- to resurrect a previously tried and tested recipe.

The benefits to stakeholders of this campaign included:

- extended flavours to the product range
- a significant financial reward for the stakeholder selected as winner and their moment of fame in the media
- a sense of belonging and involvement with Walkers.

Walkers Crisps has also been investing heavily in research and development and during the mid -products following trend 2000s, it reduced the salt content of its products following trends towards healthier living. Further extensions to their range include the Market Deli range, in 2014, to stay ahead in a highly competitive market. Despite being owned by an American company, PepsiCo, crisps are considered a traditionally British snack food; sales have increased due to the recession as people stay at home more rather than socialising in public places.

Using the case study and your own research answer the following

questions.

Your answers should be written in report form.

If you can, reference your work accordingly using the Harvard Reference Style

1. Analyse the SWOT of Walkers Crisps.
2. Discuss the impact of PESTLE on Walkers Crisps Ltd

For this task you will need understand the following

PESTLE

Political

Government support and intervention

Membership of trading communities

The EU

The EEA

The euro

Free trade

Tariffs and quotas

Economic

Fiscal policy

Monetary policy

Economic growth

Inflation

Supply side policies

Exchange rates

Social

Attitudes to saving

Spending and borrowing

Social responsibility/ethics

Socio-economic factors

Demographic factors

Consumer tastes/preferences

Technological

Automation

Robotics

Improved communications

E-commerce

Internet access

Mobile PC access

Databases

Legal

Business ownership laws

Trading laws

Competition laws

Advertising laws

Environmental laws

Financial regulation

Industry regulators, e.g. health and safety

Importing/exporting laws

EU laws

Environmental and Ethical

Carbon emissions

Waste

Recycling

Pollution

Use of finite resources

SWOT

Strength

This refers to the strength of the business. What is it that the business does well.

Weaknesses

What is the short coming of the business?

Opportunity

What opportunities are out there that the business can take advantage of?

Threats

What are the threats the business is likely to face because of external forces i.e. Customers other business (PESTLE) etc.