

Scenario Pack Marketing

Cambridge IGCSE™ / IGCSE (9–1)
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Introduction

This pack will help you to encourage your learners to develop and use higher order thinking skills such as application, analysis, evaluation and justification.

Important note

Our *Scenario Packs* have been written by **classroom teachers** to help you deliver lessons which develop higher order thinking skills. Use these materials to supplement your teaching and engage your learners. You can also use them to help you create lesson plans for other parts of the syllabus.

This is one of a range of *Scenario Packs*.

Each pack draws on subject knowledge from across the syllabus, so that learners can focus on using higher order thinking skills in novel situations. A range of media are used in the packs to give learners an immersive experience within which they can use their skills. The packs can be used in any order to suit your teaching sequence.

In this pack will find the lesson plan for a two-hour lesson, worksheets for learners and teacher resource sheets you will need. Please note that the lesson timings are for guidance, and you may need to adapt these to suit your circumstances.

This *Scenario Pack* has been designed for delivery over a two-hour period, and may therefore need to be split across two lessons accordingly.

Pitching a business idea

This *Scenario Pack* focuses on all four assessment objectives, drawing mainly on subject knowledge from Section 3 of the syllabus.

This two-hour lesson has links to the following syllabus content (see syllabus for detail):

1.3 Enterprise, business growth and size
1.5 Business objectives and stakeholder objectives
3.1 Marketing and the market
3.2 Market research
3.3 Marketing mix

The activity covers the following skills, adapted from all assessment objectives (see syllabus for assessment objectives):

- demonstrate knowledge and understanding of facts, terms and concepts
- applying knowledge and understanding of facts to a given situation
- interpreting information
- drawing inferences and conclusions
- making judgements
- making decisions and justifying them
- making recommendations
- presenting reasoned explanations.

Prior knowledge

Knowledge from the following syllabus topics is useful for this activity.

1.3 Enterprise, business growth and size
1.5 Business objectives and stakeholder objectives
3.1 Marketing and the market
3.2 Market research
3.3 Marketing mix

Scenario lesson: Pitching a business idea

Resources

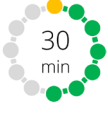
PPT
Interactive Video
Worksheet A, Worksheet B, Worksheet C and Worksheet D
IT and internet access for learners (Optional)
Local market information sheet (provided by teacher – optional)

Learning objectives

By the end of the lesson:
all learners should be able to present ideas for planning a new product or service for a given scenario.
most learners should be able to explain elements of their plan in relation to the product or service being proposed.
some learners will be able to justify, with supporting evidence, why they think their idea will be successful.

Timings	Activity
 10 min	Starter Ask learners to read the definitions on Worksheet A and select the correct key term being described from the word bank underneath. Learners can either self-assess or peer mark using the Worksheet A: Answers. They should make corrections to any key terms they have misunderstood. Check final understanding of key terms, by asking your learners to feedback on any further explanations they may need. It is important that they make the corrections or ask for clarification as this activity will create their key term support sheet for the main part of the lesson.
 5 min	Main lesson Use the PPT to introduce learners to the main activity provide background information on the business. Read the following part of the lesson plan in conjunction with the teacher notes. Please note that the main activity timing is for guidance, and you may need to adapt this to suit your circumstances. We recommend learners are given approximately 60 minutes for the main activity. Learners should be in teams of three or four. You could plan these in advance.

Scenario lesson: *Continued*

Timings	Activity
	Hand out Worksheet B and Worksheet C to each team. Take a few minutes to go through the documents with your learners. It is up to each team how they wish to organise themselves, but you might want to provide advice on how to use their time efficiently. Appointing a leader is advisable as is encouraging learners to take an area of responsibility, once they have finalised their initial ideas. The interactive video will run for the duration of the activity giving learners prompts throughout. This should help them to plan and prepare their proposals which they will then pitch to the investors.
 	Start the interactive video now After the video, learners will have 30 minutes to write their speaker notes and practise their pitch. They could use PowerPoint, flip charts or any other presentation aids available to them.
	Plenary In this final part of the activity, learners pitch their ideas to you as you are playing the part of the investor representative. You can use Worksheet D to rate each team's pitch. You will need a new copy for each team. Rate each team on a scale of 1 to 5, with 5 being excellent to 1 being poor, based on how well each category has been addressed and whether the content presented is realistic and accurate. At the end total up each team's ratings. The one with the highest rating wins the contract. Give each team around 5 minutes each to present – this may need to vary depending on how many teams you have.

Teacher notes

The aim is for learners to put a proposal together in the form of a plan for the product or service they think would be best to help TXE grow their business. They will have five minutes to present their idea to you. You will be acting on behalf of the business's investors and will be making a decision on which product or service TXE should choose to help achieve their objective of organic growth.

The proposal they will be presenting you with will cover the following areas:

- Key features of their product or service idea
- Resources needed – human and physical
- Their target market – i.e. who they are targeting this new product or service at. What will their customer look like, they should use market segmentation to arrive at their target market
- Marketing strategy – describe the marketing mix for their product or service (Four Ps), why they think customers will buy it and how they might use technology for promotion
- SMART objectives – what they hope to achieve with the product or service
- The market in which the business will be operating in, for example niche or mass marketing, the size of the market, potential for growth, potential main competitors to the product / service and any other market research to support their pitch
 - learners can use the internet, but if access to is limited, you can provide them with an information sheet which covers some basic key research on the market the business operates in for their local area.
 - You could also book IT in advance for a 30 minute research session, or ask learners to complete some research for homework if this is more useful.
- Estimated / projected sales / revenue for the first year
- Estimated / projected direct costs for the first year
- Why they think their idea will be successful

Learners will need to prepare their pitch to include:

- Their plan which includes each of the above points, fully justified, and supported with researched evidence, where possible.
- A way of presenting this information to the investors (this will depend on resources they have access to e.g. PowerPoint, flipcharts, typed report, speaker notes and final plan).

Worksheets and answers

	Worksheets	Answers
A: Key terms	10	15
B: Business profile	11	
C: Planning sheet	12-13	
D: Teacher recording sheet	14	

Worksheet A: Key terms

Read the definitions in the table below and select the correct key term from below

Key term	Definition
	Individuals or organisations identified by a business as the customers or consumers of its products
	Dividing the whole market into segments by consumer characteristics and then targeting different products to each segment
	The process of identifying, anticipating and satisfying customer needs.
	A statement of a specific target to be achieved. They should be SMART
	A small part of the market where consumers have specific needs and wants.
	Selling the same product to the whole market
	The process of collecting, recoding and analysing data about the customers, competitors and market for a product
	An estimate of the future cash inflows and outflows of a business
	A plan to achieve the marketing objectives using a given level of resources
	The value of one firm's sales as a percentage of total sales in the market
	Conducting market research on a small portion of the total market
	The four key marketing decisions that a business makes
	The name, logo or identify or a product that distinguishes it from competitors

Key terms to use

Cash-flow forecast	Marketing	Market share	Sampling
Objective	Marketing strategy	Market research	Niche marketing
Marketing mix	Brand image	Mass marketing	Target market
	Market segmentation		

Worksheet B: Business profile

We are a group of investors who have been given the task of sourcing a new product or service idea to add to the portfolio of TXE, a medium sized manufacturing company that makes their own brand of cakes that they sell to retailers in their local region.

TXE is a medium sized family run business that employs around 200 staff. They pride themselves on the uniqueness of their products, and their cakes are sold in many shops in their region.

One way they can see to grow their business is to supply retailers on a larger scale. They understand that to do this they will need to invest in new equipment and machinery. They may possibly move to larger premises if the new idea takes off.

In order to expand and reach customers outside of their current region, they know that they would need to have a new range that would be attractive to many customers so that retailers would want to stock their product. This is their only idea so far and they are not sure what new product or service they can offer that could help them achieve this.

They are open to any realistic new ideas including;

- reaching the end customer directly
- launching a new range of cakes that might appeal to a wider customer base
- diversifying into new markets (they have no idea how they could do this or the risks involved).

Any proposals you make need to be realistic, but TXE are open to any great ideas that will help them to grow the business and maximise profits in the long term.

The aim is for you to create a proposal in the form of a plan for your idea of new product or service for the business to help them achieve their goals.

As investors in the business, our interest is to maximise profits so we receive a healthy dividend from the business. Growth will hopefully aid this objective for us in the long term. It is in our interest to choose a new product or service that will help to achieve both. We need to be able to clearly see the potential in the ideas presented to us.

Good luck everyone!

Worksheet C: Planning sheet

You will need to use this worksheet to help you plan the content of your new idea for a new product or service for the business. This will be used to help you prepare for your pitch. You may find it useful to use Worksheet A to help with any key terms you need to refer to.

Planning checklist	Notes
Key features of your product or service – what is it?	
Resources needed – human and physical	
The target market for the product or service – who are you targeting this new product or service at?	
Marketing mix for the product or service (Four Ps)	Product
	Price
	Place
	Promotion
Why you think customers will buy it or use it?	
How might technology be used for promotion, where / if relevant?	

Worksheet C: *continued*

SMART Objectives What you hope to achieve with the product or service	
The market	1. Is your product or service catering for niche or mass market?
	2. What is the size of the market?
	3. What is the potential for growth?
	4. Who are the potential competitors to the product or service?
	5. Other market research to support your idea
Estimated / projected sales / revenue for the first year	
Estimated / projected direct costs for the first year	
Why you think your idea will be successful? Make sure you justify your answer.	
Other supporting evidence	

Worksheet D: Teacher record sheet

Use this sheet to record feedback for each team's pitch. Print out a recording sheet for each team.

Rate each team on a scale of 1 to 5, with 5 being excellent and 1 being poor. At the end total up each team's ratings

Team name		
Recording checklist	Rate how well the category has been addressed	Rate how well the content being presented is realistic and accurate
Key features of the product or service		
Resources needs – human and physical		
The target market		
Marketing mix for the product or service (Four Ps)		
Why you think customers will buy it?		
How might technology be used for promotion?		
SMART Objectives		
The market		
Other market research to support your idea		
Estimated / projected sales / revenue for the first year		
Estimated / projected direct costs for the first year		
Why you think your idea will be successful - justified		
Other supporting evidence		
Total	_____ / 65	_____ / 65

Worksheet A: Answers

Key term	Definition
Target market	Individuals or organisations identified by a business as the customers or consumers of its products
Market segmentation	Dividing the whole market into segments by consumer characteristics and then targeting different products to each segment
Marketing mix	The four key marketing decisions that a business makes
Objective	A statement of a specific target to be achieved. They should be SMART
Niche marketing	A small part of the market where consumers have specific needs and wants.
Mass marketing	Selling the same product to the whole market
Market research	The process of collecting, recoding and analysing data about the customers, competitors and market for a product
Cash-flow forecast	An estimate of the future cash inflows and outflows of a business
Marketing strategy	A plan to achieve the marketing objectives using a given level of resources
Market share	The value of one firm's sales as a percentage of total sales in the market
Sampling	Conducting market research on a small portion of the total market
Marketing	The process of identifying, anticipating and satisfying customer needs.
Brand image	The name, logo or identify or a product that distinguishes it from competitors

Cambridge International Education
The Triangle Building, Shaftesbury Road, Cambridge, CB2 8EA, United Kingdom
t: +44 1223 553554
e: info@cambridgeinternational.org www.cambridgeinternational.org

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