

Edexcel GCSE Unit 2: Investigating Small Business

Controlled Assessment Task - September 2010 - May 2011

Exemplar Material and Commentary - TASK 4

**Repeat Purchase**

Repeat purchase or repeat business is the order or sales that occur from customers who have used the product or service before. For example a customer will use one restaurant and then will use the same restaurant again, this is repeat purchase.

**The Business**

██████████ is the owner of the Star Snooker Academy which is based in Sheffield within the Sheffield United youth training ground. The academy is a place of practice for many professionals - such as Ding Junhui, Liang Wenbo and Peter Ebdon (who are all professional snooker players) - and also young and upcoming stars in the sport. The academy has many professional snooker tables and also some of the best coaching available in the world.

**The Importance of Repeat Purchase**

██████████ thinks that the academy will only stay open if he can ensure that he receives repeat purchase and he feels it will be a great loss if the academy closes, especially for the professionals. When asked how important ensuring repeat purchase is he responded with "in the current economic situation ensuring repeat purchase is very important in staying afloat in a competitive market". So

<u>Name of Organisation</u>	<u>Use of the Tables</u>
WPBSA	For use in professional tournaments
World snooker academy	For use for professionals to practice
World Championship	For use in the biggest tournament in snooker
Premier League	For use in their invitational tournament
Ronnie O'Sullivan	For when the 7th best player in world is practising

repeat purchase is very important to the academy and ██████████ uses many methods in ensuring that he receives repeat purchase. He ensures that all of his customers are treated with the best levels of customer satisfaction possible. Also, he ensures that he gives the best possible equipment for players at the academy, being flexible with the customer's needs and also supplying the highest quality of coaching available. So the academy uses many techniques to ensure that they receive repeat purchase.

**Quality of the Tables**

The first way of generating repeat purchase for the academy is the Quality of the snooker tables that ██████████ supplies for his customers to use. ██████████ uses the finest tables available, which are made by Star, and he feels that this will increase his chances of guarantees he receives repeat purchase. This is because if the customer is happy with the level of the equipment, they will return, this is because they will feel they are getting the best chance of improvement using the greatest tables that are currently available.

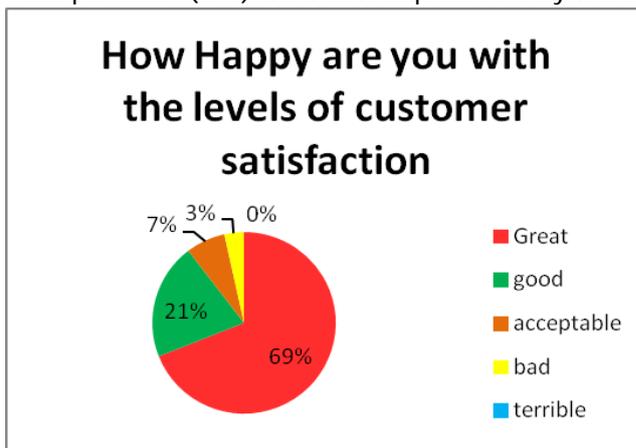
To show that the tables are the greatest they could possibly be is the source I have used (above). This source shows the name of the organisation or person that uses the Star snooker tables and what they use them for. The WPBSA is the world pool, billiards and snooker association, they use the

tables for use in all major ranking events in professional snooker. As you can see all of the biggest events in the world use the Star tables and, also Ronnie O’Sullivan who is the seventh best player in the world today. This demonstrates how good the tables are as if they are fit for use in the greatest events in the world the tables must be the best possible quality as the professional world is a multimillion industry so the finest tables are supplied for the occasion. Having the best tables in the world will help ensure repeat purchase because if the customer is not happy with the equipment they are using they will seek other places to ensure they get the best tables to improve the most. As well, if the tables are the best they could possibly be the customer will enjoy the game more and therefore they will want to play on the same tables again. This is because snooker is all about enjoyment for amateurs and if they are getting the most from the experience with the tables they will return to seek the same levels of enjoyment again.

### Customer Satisfaction

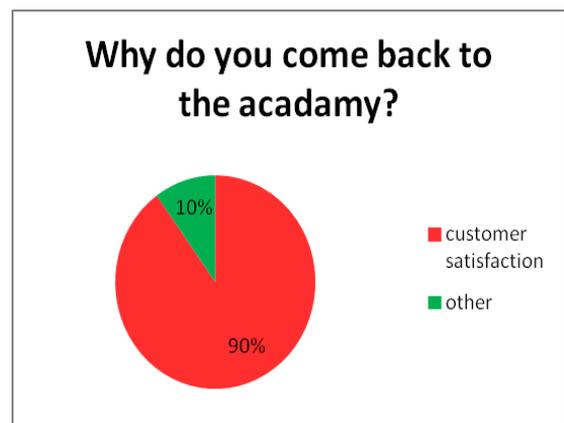
The next area of ensuring repeat purchase is through making the customers experience the best it could possibly be, from the moment the customer enters talks and the moment they leave. This is known as customer satisfaction. [REDACTED] is quoted as saying “customer satisfaction is the most important factor in ensuring repeat purchase”. [REDACTED] guarantees that he treats his customer with the greatest levels of customer satisfaction possible. This will give the customer a great experience with the business and will look forward to returning.

The pie chart (left) show how impressed they were with the levels of customer satisfaction, nearly 7



in 10 said the levels of customer satisfaction they receive are great and nobody felt that the levels of customer satisfaction were terrible. This shows that the majority of customers were extremely pleased with the levels of customer satisfaction they received. Below is another pie chart that shows how many customers return due to the levels of customer satisfaction.

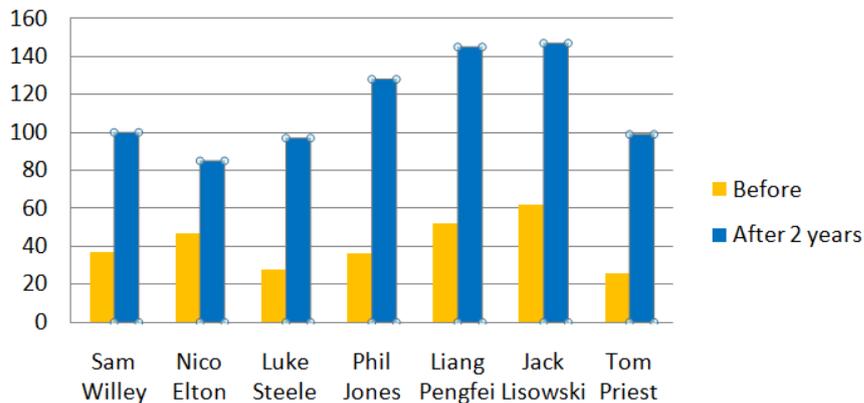
Of the 69% of people that felt the levels of customer satisfaction were great, 9 out of 10 of them return to the Star snooker academy for the levels of customer satisfaction. This illustrates that the people who feel that the levels of customer satisfaction were great they return simply for the experience that they received as customers. So, the majority of customers return due to the levels of customer satisfaction, this is because they are happy with the experience they are receiving from start to finish and think that the experience is made better for them. This is an important factor of ensuring repeat purchase because if the customer feels they have not been respected and welcomed to the academy they won’t return as the experience they have will not be as pleasurable for them. So providing great levels of customer satisfaction is a very important reason in generating repeat purchase.



## World Class Coaching

The third factor that [REDACTED] ensures repeat purchase is providing customer satisfaction is providing the best possible standards of coaching he can. The business tries to achieve some of the best levels of coaching in the UK as the game is all about getting better and enjoying yourself, this can be accomplished through great standards of coaching. The great standards of coaching are

**What was peoples average highest break before coaching and after 2 years**



shown through the bar graph (left). The bar chart shows customers highest break before the coaching and after two years of coaching. As is shown in the source, nobodies highest break has gone down and every customers highest brake has at least doubled due to the world class coaching they are receiving. As a result of this you have to conclude that the coaching is of

world class standard. But, why would this ensure repeat purchase? Well, the main reason you play snooker is either to improve or for the enjoyment, and both are achieved through the high standard coaching as the better you are at something, the more you enjoy it. And if the customer enjoys the service they receive they will come back again and again. Also the main reason anybody goes to the academy is to improve and as is shown they will improve therefore leaving the customer want to come back again. So as you can see, providing world class coaching is a very important factor in ensuring repeat purchase.

## Flexibility

The final factor in generating repeat purchase I am going to investigate is the flexibility of [REDACTED] for when a customer wants to be seen. [REDACTED] has to agree to whatever time the customer wants because if the customer doesn't get his day they will go looking somewhere else where they can get what they want. To prove how flexible [REDACTED] has to be is the source (below).

[Email removed]

This source is a selection of emails, one to [REDACTED] from a customer and from [REDACTED] to the customer. The top one shows what a customer wants and when he wants it and the below shows [REDACTED] changing his schedule to suit his customer's needs. This is an example of when [REDACTED] has to be flexible to suit what the customer demands and him being flexible and changing his schedule. Consequently [REDACTED] makes certain that he is always being flexible with his customers and is changing his schedule around the customer. This increases his chances of repeat purchase because the customer will not want to be hassled about by a business and if they are they will look elsewhere to ensure that they can get the specific day and time they want. Also if the customer is hassled they won't return as they will not want to be hassled again and will therefore look elsewhere to ensure they receive the date they want. So ensuring that the customer gets what they want and when they want it is very important in acquiring repeat purchase.

### Ranking of Methods Used

4- Flexibility. Flexibility is the least important factor in generating repeats purchase because if the customer is really passionate about using the business, they will not mind when they receive the service they require and want. The customer will be happy to work around the owner if the other methods of generating repeat purchase are of a outstanding standard, such as the quality of the tables and the customer satisfaction provided. This therefore means that being flexible is the least important factor in generating repeat purchase.

3- Quality of the tables. The quality of the tables is only ranked as the third most important reason, due to the fact that the Star snooker academy is not the only place where the world's best tables are available. So if the customer can look elsewhere for the tables, there must be another factor that is bringing them back to the academy. That is why the quality of the coaching and customer satisfaction are bigger factors in generating repeat purchase. So the quality of the tables isn't a big factor in generating repeat purchase.

2- World class coaching. World class coaching is the second most important factor in generating repeat purchase as it is the main reason an individual returns to the business, this is because the customer will want to return to improve and providing the best coaching allows the customer to improve and will therefore will be a very important factor that contributes to repeat purchase. The world class coaching is a more important factor in generating repeat purchase that the quality of the tables and [REDACTED] being flexible as the academy is one of the view places in |England where the world class coaching can be accessed and is therefore a bigger contributing factor in generating repeat purchase.

1- Overall, I Cleary feel that the most important factor in generating repeat purchase is the great levels of customer satisfaction that the customer receives in attending the academy. This is because the customer wants to feel like the most important person and will make them feel privileged by the owner and will leave them waiting to return, which is the point in generating repeat purchase. Also, if the customer feels neglected they will want to look elsewhere, where they are respected. This is more important than the other methods because customer satisfaction will allow the other factors to work. For example, if the customer isn't happy with the world class coaching they will not want to return to experience the coaching again as it will have been ruined by the lack of customer satisfaction. So therefore customer satisfaction the most important factor in generating repeat purchase as nine out of ten people return because of the levels of customer satisfaction that are provided. That is why the most important factor in generating repeat purchase at the Star Snooker Academy is ensuring that the levels of customer satisfaction are the best that they could possibly be.

## Commentary

The candidate has selected Task 4. This is a strong investigation which in many ways demonstrates the philosophy behind controlled assessment. This philosophy is based on students taking responsibility for their own investigation, and being guided to produce original, interesting investigations, often into small local businesses. This candidate has selected their own business to investigate and has approached this in an original, thoughtful manner. The investigation is not laden with pages of 'knowledge-based' text, but rather applies knowledge and provides clear evidence of the skills of research, presentation, analysis and evaluation.

Below is a summary of marks for each of the assessment criteria.

### Research

The candidate has approached the task in a logical manner, selecting a good range of data which is all relevant to the investigation title. The main research is around the identified factors which contribute to repeat purchase for this business. These factors are quality of equipment and coaching, customer satisfaction and the flexibility of the owner. The candidate provides evidence of a research of a 'wide range of sources' which are all highly focussed on the investigation title. Note that there is no simple numerical figure to meet this descriptor. For this task the candidate uses enough sources to satisfy the examiner that constitutes such selective research. Importantly, all research is clearly focussed on the investigation title. Some of this research is very original. For example, the chart showing highest break before and after coaching is supportive of the fact that the business provides high quality tuition and is thus a reason for repeat purchase. This is an example of research being highly selective and focused.

Mark for Research = 12/12

### Presentation

The investigation is presented clearly with a good range of methods and attention to detail. The investigation is organised into sections which are identified with sub-headings. Different presentation methods are used. For example, the candidate presents information regarding customer satisfaction using pie charts. This method is appropriate and aids the reader in making sense of the information which has been gathered. Similarly with the bar chart that is used to exemplify the high quality level of coaching that takes place at the club. This chart makes clear the impact of coaching at the club; this chart is a good example of 'attention to detail'. The screen shots of emails used to illustrate 'flexibility' are also effective. Note that the candidate has had to select which method to use, and has given some thought to which method is most appropriate. Further, they have had to manipulate the data gathered into a format they feel best serves the investigation. This scored full marks for presentation.

Mark for Presentation = 8/8

### Analysis

The candidate has made sense of the research data and shows clear understanding of the key factors which influence repeat purchase for this business. The factors identified are all relevant to the question. Further, the data gathered to support each factor also demonstrates understanding. For example, what factor might cause repeat purchase at a snooker club? The candidate suggests 'World Class Coaching'. This makes sense. If I receive high quality coaching I am more likely to return. The candidate then goes on to gather information to support - or disprove - the extent to which this happens. The data is presented in the form of a bar chart, and is then analysed. The data is explained using actual examples. For example:

*'As is shown in the source, nobodies highest break has gone down and every customers highest brake has at least doubled...'*

They then go further by breaking this down further:

*'But, why would this ensure repeat purchase? Well, the main reason you play snooker is either to improve or for the enjoyment, and both are achieved through the high standard coaching as the better you are at something, the more you enjoy it. And if the customer enjoys the service they receive they will come back again and again. Also the main reason anybody goes to the academy is to improve and as is shown they will improve therefore leaving the customer want to come back again. So as you can see, providing world class coaching is a very important factor in ensuring repeat purchase.'*

The candidate is demonstrating original thinking and analysis of a given set of data. This happens consistently throughout the piece. This is evidence of top level Analysis. Note - the Quality of Written Communication (QWC) is not always of a high standard. There are some spelling mistakes and some grammatical errors. Consequently, marks are awarded for Analysis (one of the two assessment criteria where QWC is assessed) by taking into account the QWC and so the mark allocated is not at the very top of the level.

Mark for Analysis = 11/12

### Evaluation

The candidate demonstrates original thinking based on their analysis of the research to arrive at a justified conclusion, i.e. one based on the research evidence. A ranking activity is used to summarise the effectiveness of the different methods. A final conclusion is arrived at which suggests why the chosen reason is most important thus addressing the question directly. The candidate provides justification for the idea that customer satisfaction is more important than the other factors:

*'...the most important factor in generating repeat purchase is the great levels of customer satisfaction that the customer receives in attending the academy. This is because the customer wants to feel like the most important person and will make them feel privileged by the owner and will leave them waiting to return, which is the point in generating repeat purchase. Also, if the customer feels neglected they will want to look elsewhere, where they are respected. This is more important than the other methods because customer satisfaction will allow the other factors to work. For example, if the customer isn't happy with the world class coaching they will not want to return to experience the coaching again as it will have been ruined by the lack of customer satisfaction. So therefore customer satisfaction the most important factor in generating repeat purchase as nine out of ten people return because of the levels of customer satisfaction that are provided.'*

Note that the part of the assessment criteria which requires, 'suggestions for improvements', is not appropriate for this particular investigation title. Again, the candidate has not accessed the top of the level because the QWC could have been better but note, we are not 'knocking marks off' here - it is the extent to which the candidate accesses the marks in the level that is important. In focusing on the skill being assessed first, deciding on the appropriate level and then taking into account the QWC this helps to make a judgement as to where they fit in the band.

Score for Evaluation = 6/8

Total score = 37/40

The candidate could have improved their mark by:

- Reading the final piece carefully for careless spelling, punctuation and grammar. Marks are awarded in Analysis and Evaluation in light of the QWC element.