

## Marketing, Finance and Human Resources Extended Response

Naked Juice Pty Ltd produces all natural fruit and vegetable smoothies. They have no added sugar and no preservatives. They are about to launch a new product onto the market but are unsure about the promotional strategies they should use to launch it.

New staff will need to be hired and developed but the inexperienced management are unsure about how to do this. The business also recognises that there may be limitations in preparing financial reports.

You have been hired as a consultant to write a report to management. In your report:

- outline TWO limitations of financial reports.
- recommend an appropriate strategy for TWO processes of human resource management
- explain a promotional mix that could be used to launch the new product.

Criteria	Marks
<ul style="list-style-type: none"> <li>● Clearly sketches in general terms TWO limitations of financial reports</li> <li>● Clearly provides reasons in favour of an appropriate strategy for TWO processes of human resource management</li> <li>● Comprehensively relates the cause and effect of a promotional mix that can be used to launch the new product</li> <li>● Makes effective use of the information provided, demonstrating extensive knowledge and understanding relevant to the question</li> <li>● Presents a sustained, logical and cohesive business report integrating relevant business terminology and concepts</li> </ul>	17-20
<ul style="list-style-type: none"> <li>● Sketches in general terms TWO limitations of financial reports</li> <li>● Provides some reasons in favour of an appropriate strategy for TWO processes of human resource management</li> <li>● Relates the cause and effect of a promotional mix that can be used to launch the new product</li> <li>● Makes some use of the information provided, demonstrating some knowledge and understanding relevant to the question</li> <li>● Presents a logical and cohesive business report using relevant business terminology and concepts</li> </ul>	13-16
<ul style="list-style-type: none"> <li>● Provides a basic sketch of TWO limitations of financial reports OR Sketches in general terms one limitation of financial reports and provides a basic sketch of another limitation</li> <li>● Provides characteristics and details of a strategy for TWO processes of human resource management</li> <li>● Provides characteristics and features of a promotional mix that can be used to launch the new product</li> <li>● Provides characteristics and features of cash flow management strategies</li> <li>● Includes features of a business report and uses some business terminology and concepts</li> </ul>	9-12
<ul style="list-style-type: none"> <li>● Recognises and names TWO limitations of financial reports OR Provides a basic sketch of one limitation of financial reports</li> <li>● Sketches in general terms a strategy for TWO processes of human resource management OR Provides characteristics and features of a strategy for ONE process of human resource management</li> <li>● Sketches in general terms a promotional mix that can be used to launch the new product</li> <li>● May include some features of a business report and uses basic business terminology</li> </ul>	5-8
<ul style="list-style-type: none"> <li>● Refers to limitations of financial reports and/or processes of human resource management and/or elements of the promotion mix</li> </ul>	1-4

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| ● Uses basic business terminology |  |
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***Answers could include:***

- Limitations of financial reports
  - normalised earnings, capitalising expenses, valuing assets, timing issues, debt repayments, notes to the financial statements
- Processes of human resource management
  - acquisition
  - development
  - maintenance
  - Separation
- Elements of the promotion mix
  - advertising, personal selling and relationship marketing, sales promotions, publicity and public relations