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COURSE TITLE: Pearson BTEC Level 3 National Extended Diploma in Information Technology

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Brief Introduction of Learning Aim B

In this Learning Aim, I will develop a marketing plan for my IT business idea. My chosen business idea is SmartBiz AI, Website & IT Solutions. The business will provide AI automation, website development and IT support services for small businesses. The purpose is to help small businesses use technology in a simple, secure and affordable way.

Some small businesses spend a lot of time doing repetitive work such as replying to common customer questions, sending appointment reminders, following up enquiries and organising information. They may also need a professional website or have normal IT problems, but they may not have their own IT department. My service will aim to solve these problems by providing website services, AI automation and ongoing IT support in one place.

Before creating the final marketing plan, I will select and assess the service idea using the criteria in the specification. I will consider the product or service features and benefits, sustainability, security, usability, financial viability, potential size of the market and legal requirements. I will also create research collateral such as a website prototype, a service infographic and a simple automation demonstration.

I will then research the market opportunities for the service. This will include the target market, customer requirements and needs, gaps in the market, potential demand, current market trends, competitor analysis, the economic climate and business risks. I will use both primary and secondary research. Finally, I will develop a marketing plan covering the service characteristics and USP, pricing methods, promotion, channels to market, market testing and methods for monitoring effectiveness. At the end, I will evaluate the plan and explain whether the idea is realistic and how it could be improved.

Assessment Criteria Focus

Criterion	What I must show	Where this assignment gives evidence
B.P3	Select an IT product or service idea using a range of criteria.	Idea comparison, scoring matrix, features/benefits, sustainability, security, usability, finance, market size and legal assessment.
B.P4	Research the potential market for the IT product or service.	Target market, customer needs, market gap, trends, competitor analysis, economic climate, business risks, primary and secondary research.
B.P5	Create a marketing plan for the selected IT service.	Objectives, service characteristics/USP, pricing, promotion, channels to market, distribution, market testing and monitoring.
B.M3	Develop a reasoned marketing plan using appropriate research and idea selection.	Every major marketing decision is justified using research, customer needs, competitor evidence and the selected idea criteria.

B.D2	Evaluate a comprehensive and well-reasoned marketing plan based on effective research and an appropriate idea-selection process.	Evaluation compares strengths, weaknesses, risks, alternatives, research limitations and actions. Final judgement explains when to launch, change or stop the plan.
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I will use the Pearson specification words throughout the assignment. I will not treat the criteria as separate tasks; the evidence will link together from idea selection, through market research, into the marketing plan and final evaluation.

SELECTING AN IT PRODUCT/SERVICE

Criterion focus: B.P3 - appropriate idea selection using a range of criteria.

To select a suitable IT product or service, I compared three possible ideas. I used a range of criteria because B.P3 requires the idea to be selected using more than one factor. The criteria included customer need, uniqueness, start-up cost, security and legal complexity, ease of creating a prototype, market potential and long-term growth.

Idea	Main benefit	Main limitation	Overall suitability
AI Automation + Website + IT Support for Small Businesses	Solves several digital problems in one service and can create one-off and recurring income.	Needs strong security, clear scope and continuous learning because AI tools change quickly.	High
Student Study Planner App	Useful for students and easy to create a visual prototype.	Crowded market and a full mobile app would require more development and testing.	Medium
PC Repair and Upgrade Service	Clear technical need and easy to explain to customers.	More hardware, travel, tools and physical stock may be required.	Medium

I selected AI Automation + Website + IT Support for Small Businesses because it has the best balance of customer value, low starting cost and long-term growth. It can start as a small service business and later develop into a larger managed IT and automation company. It also gives me different revenue opportunities, such as one-off website projects, automation setup fees and monthly IT support plans.

B.P3 - Idea Selection Scoring Matrix

Selection criterion (1 = weak, 5 = strong)	SmartBiz AI + Website + IT Support	Student Study Planner App	PC Repair + Upgrade Service
Meets a clear customer requirement / solves a problem	5	4	5
Potential to be different / unique	4	3	3

Sustainability	4	5	3
Security can be managed safely	3	4	4
Usability can be tested easily	4	5	4
Financial viability / low start-up cost	4	3	3
Potential size of market	5	4	4
Legal requirements are manageable	3	4	4
Easy to create prototype/collateral for research	5	5	4
TOTAL /45	37	37	34

The scoring matrix gives SmartBiz and the Student Study Planner the same total score, so the final choice cannot be based on the total alone. SmartBiz is the stronger enterprise idea for me because it has more ways to earn revenue, can be sold to real businesses, can start as a service without building a full mobile app, and can grow into recurring monthly support. The Student Study Planner is easier to prototype, but the app market is crowded and a full product would need more development. The PC repair idea solves a clear problem, but it depends more on travel, tools and physical hardware. Therefore, SmartBiz is the most appropriate idea when the full range of criteria and long-term business potential are considered.

Identify IT product/service to create Enterprise

My selected enterprise is SmartBiz AI, Website & IT Solutions. It will be a business-to-business IT service for micro and small businesses. The service will combine three areas: website development, AI automation and IT support.

The proposed solution will meet customer requirements by giving small businesses one contact for several digital needs. Instead of using one company for a website, another for automation and another for IT support, the customer can use one service. This can make support simpler and can help SmartBiz understand the customer's systems as a whole.

The main unique value proposition (UVP) will be: "Simple AI automation, professional websites and reliable IT support in one affordable service for small businesses." The service will not try to replace staff with AI. The aim will be to reduce repetitive work, improve customer response times and provide human support when technology causes a problem.

Product or service features

The service features are designed around common small-business requirements. Each feature has a clear benefit and is linked to a problem that the proposed solution can solve.

Feature	What it includes	Customer benefit / problem
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		solved
Website development	Responsive business website, contact forms, booking or enquiry forms, basic SEO setup and analytics.	Gives the business a professional online presence and makes it easier for customers to find or contact the business.
AI customer enquiry automation	FAQ assistant or chatbot using approved business information, with escalation to a human when needed.	Reduces repetitive replies and can give customers faster answers.
Workflow automation	Automatic reminders, lead follow-ups, form-to-spreadsheet/CRM workflows and simple notifications.	Saves staff time and reduces missed follow-ups or manual copying of information.
IT support	Remote troubleshooting, software setup, account support, printer/Wi-Fi guidance and device checks within an agreed support scope.	Gives small businesses access to technical help without employing a full-time IT worker.
Cloud and business email support	Microsoft 365 or Google Workspace setup, file sharing, backups and account security.	Improves collaboration, organisation and access to business information.
Basic cybersecurity support	MFA setup, password guidance, updates, backup checks and security awareness.	Reduces avoidable security risks and supports safer use of business systems.

The main benefit of combining these features is convenience. The customer can choose only the services they need and can add more services later. This makes the idea scalable. The service is also more personal than a self-service website builder because a real person will help the customer set up, test and maintain the solution.

Sustainability assessment

The sustainability assessment looks at environmental impact, waste, power usage, choice of equipment and opportunities for recycling or reuse. SmartBiz will mainly deliver services digitally and remotely, so the business will not need to manufacture physical products. This reduces packaging and material waste compared with a hardware-based business.

Remote support can reduce unnecessary travel because many software, website and account problems can be solved online. When on-site work is needed, appointments can be grouped by area to reduce repeated journeys. The business can also encourage customers to repair or upgrade suitable computers instead of replacing them too early, which may reduce electronic waste.

There are still environmental impacts. Websites, cloud systems and AI services use data centres and electricity. AI tasks can require more computing power than simple web tasks. Because of this, SmartBiz should avoid unnecessary automation, use efficient workflows and choose reputable cloud and hosting providers. The business should also keep files and backups organised so that it does not store unnecessary data forever.

Overall, the service is reasonably sustainable for a small start-up because most work is digital, but sustainability should still be considered when choosing cloud services, devices and travel methods.

Security assessment

Security is a major part of the idea because the service may have access to websites, email accounts, customer contact details and automation systems. The specification mentions secure servers, software source control, penetration testing and password protection, so these areas need to be considered before the service is launched.

SmartBiz should use secure hosting with HTTPS/SSL, strong unique passwords, multi-factor authentication and least-privilege access. Customer passwords should not be stored in normal documents or messages. A secure password manager should be used where appropriate. Access should be removed when a project or support agreement ends.

Website code and configuration should be backed up and version controlled. Updates should be tested before they are applied to a live website. For websites or systems that handle important data, vulnerability scanning and suitable security testing should be completed. More advanced penetration testing should only be offered by someone with the required skills and permission.

AI automation also creates specific risks. An AI assistant may produce an incorrect answer, reveal information it should not reveal or take an action that the business did not intend. For this reason, AI tools should be limited to approved data, tested with example questions and monitored. High-risk decisions should stay with a human. The customer should also know when they are interacting with an automated system where this is appropriate.

Usability assessment

Usability means the service should be easy for the customer and their staff to understand and use. A technically advanced solution is not useful if staff cannot operate it. The website should work on mobile phones, tablets and computers. Navigation should be simple and important actions, such as booking or contacting the business, should be easy to find.

Automation should also be simple. For example, if a customer wants an automatic booking reminder, the workflow should have clear steps and a simple way to switch it off or edit the message. Staff should receive short instructions and training rather than a complicated technical manual.

The design should consider accessibility, readable text, clear colours, keyboard navigation where possible and alternative text for important images. Before launch, the prototype should be tested with potential users and changes should be made from their feedback. This supports smooth and consistent integration with the customer's existing systems.

Financial assessment

The financial assessment looks at whether the idea is viable by comparing likely revenues and costs. SmartBiz can start with relatively low fixed costs because the business can be run from a laptop and many services can be delivered remotely. However, professional software, hosting, insurance, marketing and training still create costs.

The following figures are planning estimates only. They must be checked and adjusted after market research and before a real launch.

Cost area	Estimated early-stage cost	Reason
Business website/domain/email	About £80-£150 per year	Professional website, domain and business email.
Hosting and backup tools	About £20-£60 per month	For client websites, testing and backups depending on provider and scale.
Automation/AI tools	About £30-£120 per month	Varies depending on workflow volume and chosen platforms.
Remote support/security tools	About £20-£80 per month	For secure remote support, monitoring or password management.
Initial marketing test	About £100-£250	Small paid advertising test, printing or local networking.
Training/contingency	About £200-£400 initially	Courses, certifications and unexpected setup costs.

Possible revenue can come from one-off project fees and recurring monthly support. A draft pricing structure for market testing could be: website setup from £299, business website packages from around £599, simple automation setup from £149, IT support from £49 per month, and combined AI/website/IT support packages from around £129 per month. These are not final prices. The pricing must be tested against competitor prices, customer willingness to pay and the actual time and software cost of each service.

The main financial advantage is recurring revenue from monthly support and maintenance. The main financial risk is under-pricing the work. If a customer needs many hours of support but pays a small fixed fee, the service can become unprofitable. Clear package limits and additional hourly charges would therefore be important.

Potential size of the market

The potential market is large because the UK has a very high number of small businesses. Department for Business and Trade business population estimates reported around 5.7 million UK private-sector businesses at the start of 2025, including about 5.64 million small businesses with 0 to 49 employees. Small businesses represented more than 99% of the private-sector business population (Department for Business and Trade, 2025).

SmartBiz would not try to target all of these businesses at the start. The first realistic market would be micro and small businesses in London, especially service businesses that depend on enquiries, bookings or repeat customers. Examples include barbers, restaurants, takeaways, tuition centres, garages, tradespeople, clinics, small retailers and professional services.

The AI part of the service also has growth potential. Government AI adoption research published in 2026 found that AI adoption was still modest overall and that micro businesses were less likely to use AI than larger organisations. This suggests there is a possible opportunity for a service that helps smaller organisations understand and implement simple AI tools safely instead of expecting them to build their own systems (Department for Science, Innovation and Technology, 2026).

The market is therefore potentially large, but the realistic serviceable market at the beginning will be much smaller. I would first focus on a few business sectors and a local area, prove that the service works and then expand.

Legal assessment

The business must follow relevant legal requirements. The most important area is data protection because SmartBiz may process customer names, email addresses, phone numbers, website enquiries and support information. The UK GDPR and Data Protection Act 2018 require personal information to be used lawfully, fairly, securely and only for clear purposes. The Information Commissioner's Office provides guidance for organisations on these principles.

If the business sends marketing emails or uses cookies and tracking technologies, the Privacy and Electronic Communications Regulations (PECR) may also apply. The business should use suitable consent and privacy information where required and should not send unlawful spam marketing.

Copyright and software licensing are also important. Images, website templates, fonts, software and AI-generated content must be used under suitable licences. SmartBiz should not copy a competitor's website or use copyrighted material without permission. Client contracts should explain who owns the final website content, what third-party licences are included and what ongoing fees the customer must pay.

For AI services, the business should avoid making misleading claims that an automated system is always correct. Human review should be used for important outputs. The business should also follow contractual terms of the AI and automation platforms it uses. If staff later work on customer premises, normal health and safety duties will also need to be considered.

Research Collateral for Market Research

Research collateral is material that can be shown to potential customers so they can understand the proposed service before answering questions. This is useful because asking someone about a service they cannot see may produce weak or unclear feedback.

For SmartBiz, I will use four pieces of research collateral: a one-page service infographic, a prototype website, a simple automation demonstration and a draft price/package sheet. These materials will help respondents understand what the service includes and will make the market research more realistic.

Design information

The design information will show how the website and automation service could work. The website site map will be: Home, Services, AI Automation, Website Development, IT Support, Packages, About and Contact. The Home page will explain the main value proposition and show a clear call-to-action such as "Book a Free Digital Check-up".

A simple automation flow will also be shown. Example: Customer submits website enquiry → information is saved securely → customer receives an acknowledgement → business owner receives an alert → follow-up reminder is created → human staff review and respond. This flow shows how automation can save time without removing human control.

Prototype

The prototype will be a clickable or visual website mock-up created before the full service is launched. It will show the main pages, service packages, enquiry form and an example AI assistant. The prototype does not need to contain every final feature. Its purpose is to test whether potential customers understand the service and find the design easy to use.

During market testing, I will ask users to complete tasks such as finding the IT support package, requesting a quote and understanding what the AI automation service does. I will record any areas where users are confused and improve the design before launch.

Skills required for marketing a selected IT product/service

Marketing the selected service requires a mixture of technical knowledge, market knowledge, customer understanding and promotional skills. The marketer must be able to explain the service in simple language because some small-business owners may not understand technical AI or IT terms.

Product knowledge

Product knowledge means understanding exactly what SmartBiz can and cannot provide. I need to understand website development, common business IT problems, cloud tools, automation workflows, AI limitations, data protection and cybersecurity basics. This knowledge is important because I must not promise a customer a service that I cannot deliver safely.

Good product knowledge will also help me explain benefits instead of only technical features. For example, rather than saying “workflow automation”, I can explain that the system can automatically send a reminder after a customer makes a booking.

Knowledge of the market

Knowledge of the market means understanding the types of customers, competitor offers, common prices, current technology trends and the problems that small businesses are trying to solve. Secondary research shows that UK SMEs value reliable and personalised support when adopting digital technology (Department for Business and Trade, 2025). This supports the idea of combining technology with a human support service rather than selling software alone.

I also need to watch how website builders, AI tools and managed IT support companies change their services. This is important because the market changes quickly and a feature that looks unique today may become common later.

Understanding customer requirements and needs

The business must understand what customers actually need before recommending technology. Some businesses may need a new website, while others already have a good website but need help with customer follow-ups or IT support. I should ask about the current process, the problem, how often it happens, how much time it takes and what result the customer wants.

I should also understand the customer’s budget, staff skill level, security requirements and existing software. The best solution is not always the most advanced one. A simple automation that saves two hours each week may be more useful than a complicated AI system that staff do not understand.

Promotional methods

The promotional methods will be selected to reach small-business owners. The main methods will include the SmartBiz website, Google Business Profile, LinkedIn, local business networking, direct B2B email where lawful, case studies, referral offers and selected social media content. Paid advertising will only be tested with a small budget until the business knows which messages create qualified leads.

Promotion should focus on business outcomes such as saving time, improving customer response and getting reliable support. It should avoid exaggerated claims such as “AI will run your whole business”. Clear before-and-after examples and real customer feedback will be more credible.

MARKET RESEARCH

Criterion focus: B.P4 - research the potential market using qualitative and quantitative factors and appropriate research methods.

Qualitative and quantitative factors that affect the market for an IT product/service

Introduction:

The purpose of the market research is to find out whether small businesses have a real need for AI automation, website development and IT support, and which part of the service they value most. The research will use both quantitative and qualitative information. Quantitative data will give measurable results, such as the percentage of businesses interested in monthly support. Qualitative data will give reasons, opinions and explanations.

IMPORTANT - PRIMARY RESEARCH: The sections below include a complete research plan and questionnaire, but no survey results have been invented. After you collect real responses, replace the red placeholders with your actual figures and charts.

Target market

The main target market is micro and small businesses in London that use digital systems but do not have a large internal IT team. The first target segment will be owner-managed service businesses with approximately 1 to 20 staff because they are more likely to need outside support and may make purchasing decisions quickly.

Possible customer groups include barbers and salons, restaurants and takeaways, tuition centres, garages, tradespeople, small retailers, clinics, accountants and other local professional services. A second segment could be new start-ups that need a website, business email and basic automation from the beginning.

The decision maker will normally be the owner, manager or person responsible for technology. The marketing message should therefore be practical and focused on time, cost, reliability and security rather than technical language.

Customer requirements and needs

The likely customer requirements are affordable pricing, simple setup, reliable support, clear explanations, data security and measurable benefits. Customers may also want one supplier who can help with more than one issue rather than contacting several different providers.

The research should test which needs are strongest. For example, some businesses may value website design, while others may be more interested in automated appointment reminders or quick IT support. The final packages should be based on this evidence instead of assuming every customer wants the same service.

Gaps in the market and the potential demand opportunities

A possible gap is the combination of three services: website development, practical AI automation and ongoing IT support for small businesses. Website builders such as Wix and GoDaddy make it easier for businesses to create websites themselves, and CRM platforms such as HubSpot provide automation tools. However, some small businesses may still want a person to select, configure and support these tools for them.

Government research on SME digital adoption found that businesses value reliable, personalised support and advice when adopting digital technology. This suggests an

opportunity for SmartBiz to position itself as a support-led service rather than only selling software. The demand opportunity will be strongest where a business has a clear repetitive process, an outdated digital setup or no regular IT support.

Current market trends

One important trend is growing use of AI and automation. Government AI adoption research published in 2026 found that around one in six UK businesses were using at least one AI technology in its representative survey, with adoption lower among micro businesses than among larger organisations. Natural language processing and text generation were the most common AI uses among adopters (Department for Science, Innovation and Technology, 2026).

Another trend is continued SME adoption of cloud, CRM and other productivity software. The Department for Business and Trade reported that SMEs see digital technology as important for business success but can face information and support gaps when adopting it. This is relevant to SmartBiz because the service can help customers choose and implement suitable tools instead of expecting them to understand every platform themselves.

Website creation is also becoming easier because platforms such as Wix and GoDaddy now include AI-assisted website building and business tools. This creates competition, but it also changes the opportunity. SmartBiz should not compete only by “building a website”. It should compete through setup, integration, automation, security and ongoing human support.

Competitor analysis

Competitor / type	Strengths	Weakness / gap SmartBiz could target
Wix	Easy website creation, AI website tools, hosting, marketing and business features in one platform.	Mainly self-service. Some small businesses may still need personal setup, integration and ongoing IT help.
GoDaddy	Website builder, domains, hosting, AI-assisted building and marketing tools.	Customers still need to choose, configure and manage their own business processes; IT support outside the platform is limited.
HubSpot	Strong CRM, contact management and automation tools for small businesses.	Can be more than a very small business needs. It does not replace general website/IT support.
Local website agencies	Can provide professional custom websites and local service.	Some focus mainly on web design and may not include automation or general IT support.
Local managed IT support firms	Strong technical support and business IT knowledge.	Some do not focus on website development or small-scale AI automation.

The competitor analysis shows that SmartBiz should not claim that there are no competitors. The competitive advantage must come from combining services, keeping packages simple, giving personalised support and focusing on very small businesses that want one trusted technology contact.

B.P4 - Secondary Research Evidence Summary

Secondary source / evidence area	What it tells me	How it affects the marketing plan
UK business population estimates	There are millions of UK private-sector businesses and most are small or micro businesses.	The overall market is large, but SmartBiz should start with a narrow London segment instead of trying to target everyone.
Government SME digital-adoption research	SMEs can value reliable, personalised support when adopting technology.	Promotion should sell support and practical outcomes, not only software features.
Government AI-adoption research	AI use is growing but adoption is not equal across all business sizes.	AI should be explained simply and tested as one part of the offer; it should not be assumed that every small business wants AI.
ICO / data-protection guidance	Personal data must be handled lawfully, securely and transparently.	Security, privacy notices, access control and careful use of AI tools must be part of the service and marketing promise.
Competitor websites (Wix, GoDaddy, HubSpot and local providers)	Customers already have self-service and specialist alternatives.	The USP should focus on personal implementation, combined services and ongoing support rather than claiming the service is completely new.

This secondary research is useful, but B.P4 also needs primary research evidence. I will therefore use the questionnaire, interviews and prototype testing in this assignment. I will only add percentages and charts after collecting real responses; I will not invent results.

Economic climate

The economic climate can affect demand because small businesses may delay spending when costs are high or cash flow is uncertain. This means SmartBiz needs to show a clear return on investment. For example, an automation should save enough staff time or improve enough customer follow-up to justify its monthly cost.

A low-cost entry service and small pilot can reduce the customer's risk. Flexible packages are also important because some customers may only want a website or IT support first and may add automation later. At the same time, SmartBiz must avoid prices that are so low that the business cannot cover software and support time.

Business risks

Risk	Possible impact	How the risk could be
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		reduced
Cybersecurity or data breach	Loss of customer trust, legal problems and financial loss.	MFA, secure passwords, access control, backups, updates, contracts and suitable cyber insurance as the business grows.
Incorrect AI output or automation action	Customer receives wrong information or workflow makes a mistake.	Human approval for important actions, testing, limited permissions and clear AI scope.
Strong competition	Customers choose cheaper self-service tools or established providers.	Focus on personal support, integration and measurable business outcomes.
Under-pricing and scope creep	Projects take more time than expected and become unprofitable.	Written scope, package limits, change requests and time tracking.
Dependence on third-party platforms	Price changes or outages affect the service.	Use reputable providers, export/back-up data where possible and avoid unnecessary lock-in.
Cash-flow problems	Difficulty paying software and business costs.	Deposits for projects, monthly direct debit, low fixed costs and cash reserve.
Skills gap	Cannot safely deliver advanced work.	Training, certifications, outsourcing and refusing work outside competence.

Conducting market research

Planning research (define purpose and set objectives)

The main purpose of the primary research is to test demand and improve the service before spending more money. The research objectives are:

- Find out which digital problems small businesses experience most often.
- Measure interest in website development, AI automation and monthly IT support.
- Find out what customers are willing to pay for setup and monthly support.
- Identify the most trusted promotional channels for reaching small-business owners.
- Test whether potential customers understand the SmartBiz UVP and prototype.
- Collect suggestions that can be used to change the packages before launch.

Data Collected (primary and/or secondary data)

Primary data will come from a questionnaire and short interviews with small-business owners or managers. It will include quantitative questions such as price ranges and rating scales, and qualitative questions asking respondents to explain their biggest technology problems.

Secondary data will come from reliable sources such as GOV.UK business population estimates, government research on AI and SME digital adoption, Information Commissioner's Office guidance, and official competitor websites. Secondary research helps understand the wider market, but primary research is needed because SmartBiz must know what its own target customers want.

Methods of data collection

The questionnaire can be created using Microsoft Forms or Google Forms and shared by QR code, email or in person. Short interviews can be completed face to face, by phone or online. Competitor research will be completed by checking their websites, services, pricing information and promotional messages.

Using more than one method is useful because a questionnaire gives comparable data from more people, while interviews provide more detail. This is a simple form of triangulation because the business can compare different sources before making a decision.

Carrying out research

sample size

The target primary research sample size will be at least 30 small-business respondents. I will also aim to complete 5 short follow-up interviews with owners or managers. This is realistic for a college assignment but still large enough to identify basic patterns. It is not large enough to represent every small business in the UK, so this limitation must be stated.

sample method

I will use purposive and convenience sampling. Purposive sampling means I will deliberately choose people who match the target market, such as owners or managers of small local businesses. Convenience sampling means I will also approach businesses that are reasonably easy for me to contact. This method is practical, but it can create bias because the sample may not represent all industries or areas.

Questionnaires

The questionnaire will use the following questions:

1. Does your business currently have a professional website? (Yes / No / Needs improvement)
2. Which digital problem causes your business the most difficulty? (Website / customer enquiries / bookings / follow-ups / IT support / email or cloud / security / other)
3. Do you currently have a person or company that provides regular IT support? (Yes / No)
4. How many hours per week do you think your staff spend on repetitive customer or admin tasks? (0-1 / 2-3 / 4-5 / 6+)
5. Would you be interested in automating tasks such as reminders, enquiry acknowledgements or lead follow-ups? (Yes / Maybe / No)
6. How comfortable are you with using AI in your business? (1 very uncomfortable - 5 very comfortable)
7. Which service would be most useful? (Website / AI automation / IT support / combined package)

8. What would be most important when choosing an IT provider? (Price / trust / speed / security / local support / experience)
9. What price range would you consider for a basic professional website? (Under £300 / £300-£599 / £600-£999 / £1,000+)
10. What monthly amount would you consider for ongoing IT/automation support? (Under £50 / £50-£99 / £100-£199 / £200+)
11. How would you prefer to find an IT provider? (Google / referral / social media / LinkedIn / local networking / direct email / other)
12. What is one task or IT problem you would most like to make easier in your business? (Open question)

Surveys

The survey will be distributed to small businesses in the target group. I will try to avoid collecting unnecessary personal information. If a respondent chooses to give contact details for a follow-up interview, this will be kept separately and only used for the stated purpose. The survey will stay open for a fixed period so that the results can be analysed before the final marketing plan is completed.

Interpreting research findings

After collecting responses, I will export the data to Excel. I will calculate counts and percentages for multiple-choice questions. Where useful, I will calculate an average rating, for example the average comfort level with AI. I will compare answers by business type if the sample is large enough. Open comments will be grouped into themes such as “price”, “trust”, “lack of time” or “security”.

I will not treat one answer as proof of a market trend. I will look for repeated patterns and compare them with secondary research. If primary research disagrees with secondary research, I will discuss possible reasons rather than ignoring the difference.

Presentation of findings

The final submission should include charts and tables created from the real survey results. Suggested charts are:

- Bar chart: most common digital problems.
- Pie or bar chart: interest in AI automation.
- Bar chart: preferred monthly support price range.
- Bar chart: preferred promotional channel.
- Table: key interview comments and what they mean for the marketing plan.

Research measure	Your actual result	Interpretation for the plan
Businesses interested in AI automation	[ENTER ACTUAL %]	Decide how strongly AI should be promoted.
Businesses wanting ongoing IT support	[ENTER ACTUAL %]	Decide whether monthly support should be a main package.
Most common website price	[ENTER RESULT]	Use as evidence for website

range		pricing.
Most common monthly support range	[ENTER RESULT]	Use as evidence for subscription pricing.
Most trusted promotional channel	[ENTER RESULT]	Prioritise the channel in the promotional mix.

Conclusions

A final conclusion must be written after the primary research is completed. Based on secondary research only, there is evidence that the potential market is large and that small businesses are continuing to adopt digital tools, while many still need support with implementation. This supports further testing of the SmartBiz idea, but it does not prove that local businesses will pay the proposed prices.

The final conclusion should state which service had the highest demand, the acceptable price range, the strongest customer concern and the best promotional channel. These results should then directly change the marketing plan if needed.

Recommendations

My provisional recommendations are to start with a limited pilot, focus on simple automations with clear time-saving benefits, offer website and IT support as separate services as well as a combined package, and use human review for important AI outputs. I also recommend targeting one or two business sectors first so the marketing message can be more specific.

After the survey, these recommendations should be updated. For example, if very few respondents want AI automation but many want website and IT support, SmartBiz should lead its marketing with website/IT support and introduce AI later instead of forcing the original idea.

Limitations of research

The planned research has several limitations. A sample of around 30 businesses is small compared with the UK market, and a local London sample may not represent businesses in other regions. Convenience sampling can create bias because businesses that are easy to contact may have different opinions from businesses that do not respond.

Some respondents may also say they are interested in a service but may not actually pay for it. Price questions can be difficult because customers may choose the lowest option even if they would pay more in a real situation. AI technology and competitor prices also change quickly, so research can become out of date. These limitations mean the business should continue testing after launch instead of treating one survey as final proof.

THE MARKETING PLAN

Criterion focus: B.P5 and B.M3 - create a complete marketing plan and justify the decisions using research.

Brief Introduction:

The marketing plan explains the marketing strategy and objectives, how they will be achieved and how they link to the enterprise objectives. The main enterprise objective is to build a sustainable small IT service business that helps small companies improve their digital presence, reduce repetitive work and receive reliable technical support.

The initial marketing objectives for the first six months are: gain 10 paying business customers, convert at least 5 customers to a recurring monthly support plan, collect at least 5 genuine customer reviews or testimonials, and keep customer satisfaction at 80% or above. These targets can be adjusted after the primary market research and pilot.

B.P5 / B.M3 - Marketing Objectives Linked to Enterprise Objectives

Marketing objective	How it will be measured	Link to overarching enterprise objective
Gain 10 paying customers in the first 6 months.	Customer/CRM record.	Tests real demand and builds the first customer base.
Convert at least 5 customers to recurring monthly support.	Active support subscriptions.	Creates more stable recurring revenue.
Collect at least 5 genuine reviews/testimonials.	Published/approved customer feedback.	Builds trust and supports future promotion.
Reach at least 80% positive satisfaction during the pilot/early stage.	Post-service questionnaire.	Protects service quality and reputation.
Identify the two most effective marketing channels by month 6.	Compare channel cost, enquiries and paying customers.	Moves marketing budget towards channels that produce real business results.

Components of a marketing plan

The marketing plan uses the service characteristics, pricing, promotion and channels to market together. Each component must match the target market. Because the target customer is a small business with limited time and budget, the offer should be simple, the pricing should be clear, promotion should focus on practical benefits and the service should be easy to buy online or through a short consultation.

Product or service characteristics

SmartBiz will be a modular service. Customers can buy a website, AI automation, IT support or a combined package. The UVP is "Simple AI automation, professional websites and reliable IT support in one affordable service for small businesses."

The service will focus on personal setup and support rather than only giving customers access to software. Each project will begin with a short digital check-up to identify the real

problem. The solution will then be configured, tested, documented and supported. This is important because the service is selling an outcome and support relationship, not just a technical tool.

Unique Selling Proposition (USP) / Unique Value Proposition (UVP)

A Unique Selling Proposition (USP), also called a Unique Value Proposition (UVP), explains the main reason why a customer should choose one business instead of another. It should clearly show what the service offers, which customer it is for and what makes the offer useful or different. For SmartBiz, the USP is: “Simple AI automation, professional websites and reliable IT support in one affordable service for small businesses.”

The first part of the USP is “simple AI automation”. This means SmartBiz will not try to sell complicated AI systems that a small business cannot understand. The service will focus on practical automation, such as automatically replying to common enquiries, sending booking reminders, creating follow-up tasks and organising simple customer information. For example, a barber could use an automated booking reminder to reduce missed appointments, while a tuition centre could use an automatic acknowledgement when a parent sends an enquiry.

The second part is “professional websites”. Many small businesses need a website that works properly on mobile phones, explains their services clearly and makes it easy for customers to contact or book with them. SmartBiz could create or improve websites and then continue supporting them. For example, a restaurant could have a mobile-friendly website with opening hours, menu information and a booking or enquiry form. A local tradesperson could have a simple website showing services, areas covered and a quote request form.

The third part is “reliable IT support”. This is important because a website or automation service is not useful if the customer has no help when something goes wrong. SmartBiz could support business email, cloud tools, software setup, backups and basic troubleshooting. For example, if a small shop has problems with business email or cloud file access, SmartBiz could provide remote support instead of the customer trying to find another IT company.

The main difference is that these three areas are offered together. A customer may otherwise need one company for a website, another provider for automation and another technician for IT problems. SmartBiz aims to give the customer one point of contact. This could save time and make the service easier to manage, especially for a small business that does not have its own IT department.

The words “affordable service for small businesses” are also important. SmartBiz is not trying to compete directly with large enterprise consultancies. The target market is smaller businesses that need practical support but may have limited budgets. This means packages, language and support should be simple and transparent. However, affordable should not mean selling the service too cheaply. The price still needs to cover software, time, support and security costs so that the business remains financially viable.

The USP should be tested through market research rather than accepted only because it sounds good. In my questionnaire and prototype testing, I can ask potential customers whether they prefer one combined provider, which of the three services they value most and whether the wording is clear. If research shows that customers are mainly interested in

website and IT support and are less confident about AI, I could keep AI automation as an optional add-on. This would make the USP more closely based on real customer requirements and needs.

Pricing methods

I will use a mixture of competitor-based pricing, cost-plus checks and value-based thinking. Competitor-based pricing will help me understand what website builders, agencies and IT support companies charge. Cost-plus checks will make sure the price covers software and my time. Value-based thinking will consider how much time or business value the service could create for the customer.

Draft packages for market testing are shown below. The final prices must be changed if primary research shows that the target customers see them as too high or too low.

Package	Draft price	What is included
Website Starter	From £299 one-off	Simple responsive website, contact form, basic setup and launch support.
Business Website	From £599 one-off	More pages, booking/enquiry features, analytics, basic SEO setup and training.
Automation Starter	From £149 setup + tool costs	One simple workflow such as enquiry acknowledgement, reminder or lead follow-up.
IT Support	From £49/month	Defined amount of remote support, account help, updates and basic troubleshooting.
SmartBiz Combined	From £129/month after setup	Ongoing website care, selected automation support and priority IT help within package limits.

Project work should normally require a deposit before work starts, with the balance paid at agreed milestones. Monthly services should use recurring payment. Clear package limits will prevent unlimited support requests from making the service unprofitable.

Promotion

The promotional mix will combine online promotion, direct business-to-business outreach, referrals and local networking. The SmartBiz website will be the main information point. It will show services, simple prices, case studies, FAQs and a clear booking form. Search engine optimisation and a Google Business Profile can help local customers find the service when they search for website or IT support.

LinkedIn will be used for professional networking and educational posts such as “3 repetitive tasks a small business can automate safely”. Instagram or Facebook can be used when the target sector is active there, but social media will not be used only for follower numbers. The aim is to create enquiries from suitable businesses.

Direct email may be used carefully for relevant B2B prospects where lawful. Messages should be personalised and explain a specific problem that SmartBiz could help with.

Referral marketing will also be important because trust is a major factor when a small business chooses an IT provider. A customer who refers another paying business could receive a service credit rather than a large cash discount.

The promotional message will focus on outcomes: “save admin time”, “get a professional website”, “get reliable help when IT goes wrong” and “use AI safely”. The business should avoid fear-based or exaggerated marketing.

Channels to market and distribution methods

Customers will mainly buy the service directly from SmartBiz. The channels to market will be the business website, email, telephone, LinkedIn, local networking events and referrals. A free 20-30 minute digital check-up can be used as the first step for qualified prospects.

The service will mainly be distributed remotely using secure online tools. Website design can be reviewed through a staging site. Automation can be tested using sample or approved customer data. IT support can be delivered remotely when appropriate, with on-site visits offered only when needed and priced separately. This keeps costs low and allows the business to support customers in more locations.

Interrelationships between the components of the marketing plan

The components of the plan must support each other. The target market is small businesses, so the product has to be simple and flexible. Because many small businesses have limited budgets, the pricing needs clear entry packages and the option to add services later. Promotion should therefore show practical examples and transparent starting prices instead of using enterprise-level technical language.

The distribution method also affects the price. Remote delivery keeps travel and office costs lower, which allows SmartBiz to offer more affordable packages. The service characteristics also affect promotion: because AI can create concern about risk, promotional material should explain human review, security and safe limits. If market research shows that trust is more important than price, testimonials, case studies and referrals should receive more budget than discount advertising.

This interrelationship is important because a marketing plan can fail if one part does not match the others. For example, advertising a premium customised service at a very low price may attract customers but make the business unprofitable.

B.M3 - Reasoned Marketing Decisions Based on Research

The marketing plan is reasoned because the decisions are linked to the idea-selection criteria and the market research instead of being chosen randomly. The target market is micro and small businesses because they may need outside digital support but may not have a large internal IT team. The service is modular because research must test whether customers prefer websites, IT support, AI automation or a combined package.

The draft pricing uses competitor-based pricing, cost checks and value-based thinking. This is appropriate because SmartBiz needs to remain affordable for small businesses but must still cover software, hosting and support time. The

final price will be changed if primary research shows that customers will not pay the draft range or if pilot delivery shows that the service takes more time than expected.

The promotional mix uses a website, Google Business Profile, LinkedIn, referrals, direct B2B outreach and local networking because the decision maker is normally a business owner or manager. The message focuses on outcomes such as saving admin time, improving the website and getting reliable support. This is more suitable than advertising technical features that customers may not understand.

The distribution method is mainly remote because website work, automation setup and many IT support tasks can be completed online. This supports the affordable positioning by reducing travel and office costs. On-site support remains available for problems that cannot be solved remotely. These choices show the interrelationship between target market, product characteristics, price, promotion and distribution.

Market testing

Market testing will be used to establish what products and services will work before committing additional resources. SmartBiz will test the service in stages rather than launching every feature at once.

Limited or small-scale roll-out

The first roll-out will involve approximately 3 to 5 small businesses. The pilot customers will receive a clearly defined service, for example a website improvement, one simple automation or a short IT support package. The aim is to measure setup time, customer understanding, technical problems, willingness to pay and support demand.

The pilot should not be too large because problems are easier to fix with a few customers. After the pilot, the packages and documentation can be changed before wider promotion.

Beta versions or prototypes for products and services to test them

The website prototype will be tested before the final SmartBiz site is published. Potential customers will be asked to find a service, understand a package and request a quote. A demonstration automation will also be tested with sample data. For example, a test enquiry can trigger an acknowledgement and internal reminder without sending messages to real customers.

The beta stage should check both usability and security. Any confusing wording, broken process or unnecessary permission should be corrected before real customer data is used.

Free products in exchange for feedback

Instead of giving away a large project for free, SmartBiz can offer a limited free digital check-up or a small demonstration in exchange for honest feedback. One pilot customer could

receive a discounted automation setup if they agree to test it and provide a structured review.

This approach protects the value of the service while still generating useful feedback. Any testimonial used publicly should only be published with the customer's permission.

Seeking opinions and views

Opinions will be collected through the questionnaire, interviews, prototype testing and follow-up feedback after the pilot. I can also ask tutors, local business owners and people with IT/business experience to review the offer. Feedback should be recorded even when it is negative because criticism can identify problems before money is spent on marketing.

Market simulations

A simple market simulation can be completed using a landing page and a small advertising budget. Two versions of the message could be tested, for example "Affordable IT Support for Small Businesses" against "Save Time with AI Automation + IT Support". The number of clicks and enquiries can show which message attracts more relevant interest.

Another simulation is to create sample customer journeys and calculate the cost and profit of different packages. This can show whether a £49 monthly support plan remains profitable if a customer uses one hour, two hours or four hours of support each month.

Monitoring the Effectiveness of the Market Plan

The marketing plan will be monitored using clear measures. The purpose is not only to count website visitors or social media likes. The important question is whether marketing creates suitable customers at a reasonable cost and whether those customers are satisfied.

Volume of sales and rate of growth of sales

I will record the number of new customers, one-off projects and monthly support subscriptions each month. I will compare the result with the target of 10 paying customers in the first six months. Growth should be steady enough that service quality can be maintained.

Size of market share and growth of market share

It will be difficult for a new local business to measure total UK market share accurately. Instead, SmartBiz can monitor share within a narrow target segment, such as the number of customers won from a defined local outreach list or a chosen sector. Over time, the business can measure repeat customers, referrals and the number of businesses using more than one SmartBiz service.

Customer perceptions of product quality

Customer perception will be measured using short satisfaction surveys after projects and support cases. Customers can rate communication, reliability, ease of use and overall quality. Reviews, complaints, repeat business and referrals will also be monitored. A target of at least 80% positive satisfaction is reasonable for the pilot, but detailed comments are more useful than the score alone.

Sales revenue compared to marketing costs

Every marketing channel should have a simple record of cost, enquiries and sales. For example, if £100 is spent on an advert and it creates two customers worth £600 in gross revenue, that is more useful than an advert that gets many clicks but no customers. I will

calculate customer acquisition cost by dividing marketing spend by the number of new paying customers generated by that channel.

Recurring revenue should also be measured because a monthly support customer may be worth more over time than a one-off website customer. Marketing decisions should therefore consider customer lifetime value as well as the first sale.

KPI	How it will be measured	Initial target
Paying customers	CRM/spreadsheet count	10 in first 6 months
Recurring support customers	Active monthly plans	At least 5 in first 6 months
Lead-to-customer conversion	$\text{Paying customers} \div \text{qualified leads}$	Monitor monthly; improve after baseline
Customer satisfaction	Post-service survey	80%+ positive
Referral/repeat rate	Customers returning or referring others	Increase each quarter
Marketing cost per customer	$\text{Marketing spend} \div \text{customers acquired}$	Keep below expected gross profit from first-year customer value

Important D2 Evidence Note

The D2 evaluation below is comprehensive, but the final submitted version must refer to my actual questionnaire, interview and market-testing results. A Distinction judgement should be based on effective research, not invented figures. When the real results are available, I will replace the placeholders and refer to the strongest and weakest findings directly in the evaluation.

EVALUATION OF MARKETING PLAN (D2)

Criterion focus: B.D2 - evaluate the complete plan, research and idea-selection process, then give a supported overall judgement.

Evaluation of the idea selection

I believe SmartBiz AI, Website & IT Solutions is a suitable business idea because it solves several problems for small businesses at the same time. A customer may need a professional website, help with repetitive admin tasks and technical support. Instead of using different companies, the customer could receive these services from one provider. This supports the USP because the value is not only the technology; it is the convenience of one service that can understand the customer's wider digital needs.

A weakness is that the idea is broad. Offering AI automation, website development and IT support can create pressure on skills and time, especially when the business is new. If I try to offer advanced services in all three areas immediately, quality could fall. Therefore, the most realistic launch would be staged: begin with basic website work, simple automation and basic IT support, then add more advanced services after gaining experience and evidence of demand.

Evaluation of the USP / UVP

The USP is "Simple AI automation, professional websites and reliable IT support in one affordable service for small businesses." I believe this is strong because it explains the target customer, the three main service areas and the benefit of simplicity. It also avoids claiming that the technology itself is completely unique. The real difference is the combined service, personal setup and ongoing human support.

However, the USP only has value if customers actually care about the combination. Some businesses may only want a website and may not be interested in AI. Others may already have an IT provider. This means the USP should be tested through questionnaires, interviews and prototype feedback. If customers show stronger demand for one service, the marketing should lead with that service and present the other services as optional add-ons. This would make the USP evidence-based rather than just a slogan.

Evaluation of customer requirements and needs

A major strength of the plan is that it can be adapted to different customer requirements and needs. A barber may need online booking and reminders, a restaurant may need a mobile-friendly website and enquiry system, and a tuition centre may need a website, automated enquiries and reliable email support. The service should therefore start with a short digital check-up so that SmartBiz understands the real problem before recommending a solution.

The risk is that different customers can make the service difficult to standardise. Too much custom work can increase the time needed for each project and reduce profit. To manage this, I would use clear packages for common services but allow paid customisation when needed.

Evaluation of the target market

The target market of small businesses is suitable because many smaller companies need digital tools but may not have their own IT department. Possible customers include restaurants, barbers, tuition centres, garages, shops, accountants, tradespeople and new start-ups. This creates a broad market, but it also means the business should not try to target every sector at the same time.

I would start with two or three sectors where the problems are easy to understand and where I can collect good feedback. This would make promotion more focused. For example, a message about booking automation is more relevant to barbers and salons than to every type of business.

Evaluation of market research

The research plan uses both primary and secondary data. Primary research can show what potential customers think about the service, which services they need, how much they may pay and what concerns they have. Secondary research can provide information about technology adoption, competitors, legal requirements and market trends. Using both types of research gives a better basis for the marketing plan than relying on personal opinion.

The main limitation is sample size and possible bias. If I only receive responses from people I already know or from one business sector, the findings may not represent the wider market. I should therefore try to collect responses from different types of small businesses and clearly state the number of responses. I should not invent percentages. The final marketing plan should be updated when real questionnaire and market-testing results are available.

Evaluation of research effectiveness

The research approach is stronger because it uses more than one source of evidence. Secondary research gives a wider market view, while questionnaires and interviews can show what potential customers actually think. Prototype and pilot testing can then show how people behave when they see or use the service. Using these methods together improves the quality of the decision because one method can check another.

There are still important limitations. A convenience sample may over-represent businesses that are easy for me to reach, and a sample of around 30 businesses is too small to represent every UK small business. Survey answers also measure stated interest, which is not the same as a real purchase. For example, someone may say that £99 per month is reasonable but still decide not to buy when payment is required.

To improve the research, I would collect responses from several business sectors, record the sector and size of each respondent, complete follow-up interviews, and compare survey answers with actual behaviour during a small pilot or landing-page test. If the primary research strongly disagrees with the secondary evidence, I would investigate the reason instead of choosing only the result that supports my idea. This makes the research more balanced and improves the D2 judgement.

Evaluation of pricing

The pricing strategy should combine competitor-based pricing, cost checks and value-based thinking. Competitor research will show the normal price range. Cost checks will make sure software, hosting and support time are covered. Value-based thinking is useful for automation because the service may save the customer staff time or reduce missed enquiries.

The weakness of monthly support packages is that they can become unprofitable if customers use much more support time than expected. To reduce this risk, each package should have clear limits, response times and charges for extra work. Time spent on pilot customers should be measured before final prices are set.

Evaluation of promotion

The promotional mix is suitable because it uses a website, Google Business Profile, LinkedIn, social media, direct B2B outreach, referrals and local networking. These channels can reach small-business decision makers without needing a very large advertising budget. Promotion should focus on outcomes such as saving admin time, improving online presence and getting reliable help, rather than using complicated AI language.

A limitation is that social media views and website traffic do not automatically create sales. Each marketing channel should therefore be measured using enquiries and paying

customers. If LinkedIn produces more suitable business leads than Instagram, more time and budget should be moved to LinkedIn.

Evaluation of channels to market and distribution

Most SmartBiz services can be sold and delivered remotely. Customers can find the business through the website, email, search, social media, networking and referrals. A short digital check-up can be used before the customer buys. Website development can be reviewed on a staging site, automation can be tested with approved sample data and many IT problems can be handled through remote support.

Remote delivery reduces travel and office costs, which supports affordable pricing. However, some customers may prefer face-to-face support or may have problems that cannot be solved remotely. On-site support should therefore remain available when needed and be priced separately.

Evaluation of the interrelationships in the marketing plan

The strongest part of the plan is when the components support each other. The target market is small businesses, so the service should be simple and flexible. The pricing should have clear entry options. Promotion should use practical examples and simple language. Remote delivery helps keep costs lower. The USP should emphasise one provider, practical outcomes and ongoing support. If one part does not match the others, the plan becomes weaker.

For example, it would not make sense to target small businesses with limited budgets and then use enterprise-level prices. It would also be confusing to advertise “simple AI” while using highly technical marketing language. The product, price, promotion and distribution must therefore be designed for the same target customer.

Evaluation of market testing

Market testing is a major strength because it allows the business to find problems before committing more resources. I would use a small-scale roll-out with around 3 to 5 small businesses. They could test a basic website improvement, a simple automation or a limited support package. Feedback would cover usability, setup time, reliability, willingness to pay and support demand.

A prototype and beta stage also reduce security and usability risk. If a customer finds the website confusing or the automation sends the wrong message, the problem can be corrected before a wider launch. Free or discounted testing should be limited and structured so that it produces useful feedback without making the service appear to have no value.

Evaluation of security and legal risks

Security is one of the largest risks because SmartBiz may have access to customer websites, email, cloud systems and personal information. Secure passwords, multi-factor authentication, backups, access control, software updates and secure hosting should be part of the service. Source control should be used for website or code changes, and specialist security work should be outsourced if it is outside my skill level.

Data protection is also important when contact forms, customer information or AI tools process personal data. A security problem could damage both the customer and the

reputation of SmartBiz. This means security should be treated as part of service quality, even if it increases time and cost.

Evaluation of financial viability

The idea is financially realistic as a low-cost start-up because it does not require a shop, warehouse or manufacturing equipment. Main costs would include software subscriptions, AI tools, hosting, domains, advertising, insurance, equipment and travel. Revenue could come from one-off website or setup projects and recurring monthly support or automation services.

The combination of one-off and recurring revenue is a strength, but only if prices cover the real time and software costs. Before a full launch, I would calculate the break-even point and track the time used by each pilot customer. This would show which packages are financially viable.

Monitoring the effectiveness of the marketing plan

The plan should be monitored using sales volume, growth, customer perceptions, marketing cost and revenue. SmartBiz can also monitor enquiries, conversion rate, monthly recurring revenue, repeat customers, referrals and customer satisfaction. The purpose is to know which marketing activity creates suitable paying customers, not only which activity receives the most views.

For example, if £100 of advertising generates two customers worth £600 in revenue, that campaign may be effective. If the same £100 produces many clicks but no sales, the message, audience or channel should be changed. Monthly reviews will allow the marketing plan to be improved over time.

Overall D2 judgement

Overall, I believe SmartBiz AI, Website & IT Solutions has good potential, but the business should be launched in stages. The strongest part of the idea is the combination of practical AI automation, website development and IT support for small businesses. The main risks are strong competition, limited start-up experience, security responsibility and the possibility that some customers may not understand or trust AI automation.

My final judgement is that the plan is viable if primary research and market testing show enough customer demand at prices that cover the real costs. I would start with the services that receive the strongest interest and add other services later. If research shows that customers value website and IT support more than AI, AI should become an optional add-on rather than the main message. This shows that the plan is flexible and based on evidence.

The strongest version of the business is not simply "selling AI". It is helping small businesses choose and use suitable technology safely, with one provider available for websites, automation and IT support. I believe this gives the marketing plan a clear direction and a realistic way to grow, but the final decision should always be supported by real questionnaire results, pilot feedback and financial monitoring.

D2 Evaluation Summary - Strengths, Weaknesses and Actions

Area evaluated	Main strength	Main weakness / risk	Reasoned action
Idea selection	Solves several real digital problems and can	Broad service range can create skills and	Launch a limited core offer first and add advanced

	create one-off + recurring revenue.	time pressure.	services only after evidence and training.
Market research	Mixed primary/secondary research can give both numbers and detailed opinions.	Small/local convenience sample may be biased; stated interest may not become sales.	Use several sectors, interviews and real pilot behaviour to check survey results.
USP / service	Combined AI, website and IT support can be convenient for small businesses.	Not every customer needs all three services; competitors already exist.	Keep services modular and prove the combined value through research rather than claiming uniqueness without evidence.
Pricing	Multiple pricing methods and recurring support can support viability.	Under-pricing and scope creep can remove profit.	Use clear scope limits, deposits, time tracking and change prices after pilot cost evidence.
Promotion	Digital/B2B channels match business owners and can be measured.	Views and clicks may not produce paying customers.	Judge channels by qualified enquiries, sales and customer acquisition cost, not likes.
Distribution	Remote delivery reduces cost and increases reach.	Some IT issues and some customers need on-site support.	Remote-first with paid/on-demand on-site support where needed.
Security/legal	Security and data protection are built into the plan.	A breach or unsafe AI output could seriously damage trust.	Limit permissions, use MFA/backups/human review, follow data-protection requirements and refuse unsafe work.
Market testing	Small pilot finds usability, security and service problems early.	Free/discounted testers may behave differently from paying customers.	Include at least some paid pilot work and compare feedback with actual use/support time.
Monitoring	KPIs connect marketing activity to sales, satisfaction and recurring revenue.	Early figures can be unstable because customer numbers are small.	Review monthly but use several months of evidence before making major conclusions.

Final D2 Decision Rules

I would proceed to a wider launch only if the primary research, prototype testing and pilot show enough demand at a price that covers the real cost of delivery. I would change or narrow the offer if customers mainly want only one or two services, if AI interest is low, or if support time makes the draft packages unprofitable. I would delay the launch if security, legal or skills gaps

cannot be managed safely. This means the final decision is evidence-based: the purpose of the marketing plan is not to prove that my first idea is correct, but to find the version of the service that customers value and that the enterprise can deliver safely and profitably.

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