

You have been asked to write a proposal for a marketing campaign for a small chain of pizza takeaways. The business is aiming to expand from its current base in Greater Manchester to Stone, Staffordshire.

You are required to independently research and analyse the market for pizza and other takeaway meals.

Your research should include primary and secondary data relating to:

- competitors
- market size, share and structure
- target market
- trends

You should research at least one marketing campaign related to the market for pizza and other takeaway meals. Your research should include:

- costs
- timescale
- media used
- message communicated
- marketing mix