

OCR GCSE Business Studies - Unit 2

1. Key Marketing Terms

Marketing: finding the needs of consumers and demonstrating how a business fulfils those needs in a way that increases sales.

Market research: collection of data on consumer habits to help decision-making in marketing.

Target market: the group of customers to whom a business aims to sell its products.

Primary research: data collected first-hand. E.g. surveys.

Secondary research: collection of data using research or information provided by other individuals or organisations. E.g. magazines.

Qualitative data: data based on opinions of those being asked.

Quantitative data: data collected that is based on facts, numbers or statistical data.

2. The purpose of marketing within business:

1. **Identify and understand customers:** Who are they (male or female, young or old, rich or poor), what do they want, where do they live?
2. **Inform customers:** Advertise on TV, in papers, billboards and social media.
3. **Increase sales:** Can be increased by reducing price, introducing new products, selling in different places or by different methods.

3. Market research

Why is it important?

- Helps a business to see if there is a demand for their product or service
- Avoids unnecessary investment

4. Primary Research

Questionnaire: question sheet filled in by the consumer.

Interview: question sheet filled in by the person conducting the interview.

Trials: used to test whether customers will buy a product.

Focus groups: selected small groups of customers who give their opinion on products.

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kunststoffindustrie wikipedia - Feb 10 2023

web die kunststoffverarbeitung ist gegenstand eines eigenständigen industriezweiges es kommt eine vielzahl von verfahren zum einsatz die teilweise ihren ursprung in der wesentlich älteren metallbearbeitung haben und auf die eigenschaften der kunststoffe abgestimmt und weiterentwickelt wurden

kunststoffverarbeitung chemie de - Jul 15 2023

web die kunststoffverarbeitung bezeichnet die fertigung von formteilen halbzeugen fasern oder folien aus kunststoffen die von der chemischen industrie meist als granulat pulver folien oder platten geliefert werden die fertigungsverfahren werden in deutschland nach din 8580 eingeteilt

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web die vorstehende zeittafel der kunststoffe geht auf eine reihe von früheren zusammenstellungen des kunststoff museums vereins zurück sie kann natürlich nicht vollständig sein wurde aber an hand von originalpublikationen monographien und firmenschriften überarbeitet ergänzt und soweit notwendig korrigiert

verfahren der kunststoffverarbeitung in chemie lernhelfer - Mar 11 2023

web so werden meist pulver oder granulate zur verarbeitung erwärmt gegossen gespritzt extrudiert kalandriert beblasen aufgeschäumt oder gepresst thermoplastische kunststoffe die meist als pulver oder granulat vorliegen werden zur verarbeitung über den erweichungspunkt hinaus erwärmt und dann in formen gegossen in denen sie zu

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web für die meisten kunststoffe folgt der synthese bei den rohstoffherstellern die davon völlig getrennte verarbeitung dies bedeutet dass abkühlung und erneute aufheizung sowie transport manchmal mehrfach dazwischen liegen ausnahmen bilden bisher

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web als kunststoffverarbeitung wird die herstellung von kunststoffprodukten bezeichnet dies geschieht insbesondere durch die fertigung von formteilen halbzeugen fasern oder folien aus kunststoffen die von der chemischen industrie meist als granulat masterbatch pulver folien oder platten geliefert werden

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web oct 15 2013 in diesem spannungsfeld zwischen form material und verarbeitungstechnik gehören daher auch kenntnisse der kunststoffverarbeitung zum grundwissen eines materialwissenschaftlers das folgende kapitel wird daher einen kurzen einführenden Überblick in die wesentlichen grundbegriffe der kunststoffverarbeitung geben

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web verarbeitung von kunststoffen das wichtigste kunststoffe bestehen aus polymeren und können in linearer verzweigter und vernetzter form vorkommen es gibt drei arten von kunststoffen duroplaste elastomere und thermoplaste das erste verarbeiten von kunststoff in form von granulat oder pulver heißt urformen