Examination Period 3: 2016/17

MKT200117N

Module Title: Tactical and Strategic Marketing
Level: Five
Time Allowed: Two hours plus 15 minutes reading time. Students must not commence answering the questions until the reading time has ended.

Instructions to students:

- Enter your student number not your name on all answer books.
- During the 15 minutes reading time, students are permitted to make notes on the examination paper but not on the answer book. Students should begin answering the questions after the reading time has ended.
- Answer the one compulsory question.
- Only work recorded in the answer books will be assessed.
- Neither books nor notes may be taken into the examination.
- Erasmus/overseas students are permitted to take a bilingual dictionary into the examination room but will not be permitted any extra time.

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Please read the following case carefully and then answer the question that follows.

**VINO, VIDI, VICI**

*Bill Hulme sounds like the ultimate husband. Every morning he gets up at 6am, takes the dogs for a walk, and then returns to bed with a cup of tea for wife Flora.*

When Mrs Hulme fell in love with Tuscany - its hills, food and wine - she asked Bill if she could have a vineyard of her own, Mr Hulme obliged......

Most men would have coughed and spluttered and put it on a list of jobs ‘to do’, hoping their wife would forget. But Bill reacted like a superman, he was straight on the case.

It helped of course that he had a field in his ‘back garden’ that was perfect for the job, but he did not realise that straight away.

First he searched the UK for potential spots. No luck. He even looked at France and Italy, but being a practical man, he realised none of them were suitable.

Then he looked closer to home. The couple own eight acres of pasture land around the farmhouse in Brixworth which has been their family home for 35 years.

Part of the land is sloping, and south facing. Bill investigated. The soil was well balanced, and free draining – perfect for growing vines. Bill and Flora had found their vineyard right on their doorstep.

With help, Bill put in 235 posts and one and a half miles of wire. He bought 1,000 vines and planted them lovingly by hand.

This was back in 2000 when Bill was in his early 50s and still working as a management consultant and refereeing rugby at weekends.

The vines took three years to develop and bear fruit. In 2004 they produced 699 bottles of wine; in 2005 2,400 bottles, and in 2006 4,500 bottles.
The next year – disaster! Bill had never sprayed the vines to protect them and disease ravaged every plant.

Undaunted he went on a formal vineyard management course and was able to restore each plant back to full health. He has never looked back.

Bill said “I love every day. It’s hard physical work, but that keeps us both fit, and you get to meet some lovely people.”

The couple now grow enough grapes to make 5,500 bottles of wine a year, including a sparkling white and pink fizz. They have won countless awards for their five wines.

They are a success story which has its roots, quite literally, planted in Northamptonshire. Bill is not the first person to discover the hidden wonders of the county’s land. The Romans very likely grew vines here 2,000 years ago!

The vineyard is called Fleurfields (www.fleurfields.co.uk), named after the breed of sheep that used to graze the fields before it was ploughed up for vines.

Now Bill wants to expand the acreage under vines, and to market his wine more widely in the UK and Europe.

Adapted from an article in Northampton Winter Food Festival brochure, November 2016.
Photos reproduced with permission from Bill Hulme, November 2016.

Question

1. By reference to the main elements of a marketing plan, explain the contribution each could make to clarifying the critical issues Bill and Flora Hulme face and to solving their challenge.

   Note: You are not required to create a marketing plan for Bill and Flora, but to focus on and discuss the contribution of each of the main elements of a marketing plan.

   (100%)