

To Sample (10)



International
Baccalaureate

Extended essay cover

SAMPLE A

Diploma Programme subject in which this extended essay is registered: Business

(For an extended essay in the area of languages, state the language and whether it is group 1 or group 2.)

Title of the extended essay: Is it necessary for Salming Underwear to alter their product mix in order to increase sales?

Candidate's declaration

If this declaration is not signed by the candidate the extended essay will not be assessed.

The extended essay I am submitting is my own work (apart from guidance allowed by the International Baccalaureate).

I have acknowledged each use of the words, graphics or ideas of another person, whether written, oral or visual.

I am aware that the word limit for all extended essays is 4000 words and that examiners are not required to read beyond this limit.

This is the final version of my extended essay.

Candidate's signature: _____

Date: 17/12 -08

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Supervisor's report

The supervisor must complete the report below and then give the final version of the extended essay, with this cover attached, to the Diploma Programme coordinator. The supervisor must sign this report; otherwise the extended essay will not be assessed and may be returned to the school.

Name of supervisor (CAPITAL letters) _____

Comments

Please comment, as appropriate, on the candidate's performance, the context in which the candidate undertook the research for the extended essay, any difficulties encountered and how these were overcome (see page 13 of the extended essay guide). The concluding interview (viva voce) may provide useful information. These comments can help the examiner award a level for criterion K (holistic judgment). Do not comment on any adverse personal circumstances that may have affected the candidate. If the amount of time spent with the candidate was zero, you must explain this, in particular how it was then possible to authenticate the essay as the candidate's own work. You may attach an additional sheet if there is insufficient space here.

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I have read the final version of the extended essay that will be submitted to the examiner.

To the best of my knowledge, the extended essay is the authentic work of the candidate.

I spent hours with the candidate discussing the progress of the extended essay.

Supervisor's signature: _____

Date: 09/01/09

Extended Essay

Is it necessary for Salming Underwear to alter their product mix in order to increase sales?

Will this be based on primary research rather than secondary

Candidate name:

Candidate number:

Word count: 3996

Session: May 2009

Supervisor name:

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Abstract

Salming Underwear is a business that sells underwear for the active individual. They want to become the leading underwear-brand on the Swedish market, but have to grow and increase in sales and market share in order for that to occur. The management is wondering if they need to change their product mix to make this happen. Therefore, the aim of this essay is to answer the question: "Is it necessary for Salming Underwear to alter their product mix in order to increase sales?"

The primary data used consists of interviews with the business area manager and marketing assistant of Salming Underwear and a market research (questionnaire), which with some assistance from Salming was created. (Salming also helped me to identify who their main competitors were). The secondary data involved the internet and business books. The methods or techniques applied are creating a perceptual/market map and evaluating the marketing mix.

In the findings and analysis part, I presented the results of the market research in graphs to make it easy to see and interpret the outcome, and I also commented on the significance of every graph. The marketing mix was formed using facts from the interviews, the market research and various internet sites, such as the homepages of the different competitors and Salming. This allowed me to make an analysis and compare the competitors with each other.

Based upon my findings in the report, certain recommendations for further actions were made. These included the judgment that it is not really Salming Underwear's product mix that needs to be altered, even if, however, they possibly would benefit from introducing some new designs, but that the key to increase sales is to become available in more stores (especially sport-stores) than what they currently are, and to, most importantly, create brand recognition.

Word count: 298

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Introduction

Salming Underwear was established in the spring of 1992. The basic idea with this business was to create underwear that you hardly felt that you were wearing. And soon, this concept became a standard for quality, design and fit¹. A couple of years later, in 1994, a women's department was introduced and it was given a positive response by the market. Still, the women's department has been one step behind the men's department, so now Salming has launched a new concept, concentrating on women (at the same time as keeping up the production for Salming Underwear; the men's department). Today, Salming are also offering swimwear, nightwear and homewear as a part of their collection.

Salming Underwear wants to, through their products, mediate what Börje Salming, a legendary Swedish ice hockey player, stands for and his fantastic qualities as a successful ice hockey player. During his career he showed a unique will power and progressivity, to always be in the top of the lead and never give up².

Salming's mission is to produce such comfortable underwear that you do not want to take them off, with such a strong brand that you cannot resist it. Their vision is to become the leading underwear-brand on the Swedish market and to become as much interesting in the women's department as their top five competitors.

Salming's business concept is to offer the active person progressive and functional body near products. Their products should exude trendy sport, and their target group is men and women in the ages of 20–28 years old, who have awareness, are active, and who demands fit, comfort and design. They are available abroad, in Norway, Denmark, Germany and Åland but have their dominating market in Sweden³.

The management of Salming Underwear has expressed a concern about how to further increase sales, continue to grow and how to reach out to more customers. Their purpose is to increase market share and they want to know if they should change their product mix.

Therefore, I am in this paper going to investigate the question:

More subtle for an I.A.

Is it necessary for Salming Underwear to alter their product mix in order to increase sales?

The research question is covering Topic 4: Marketing in the syllabus (for Business and Management HL).

I will undertake both primary and secondary research when trying to answer the research question:

Primary research: Interviews with the marketing assistant, Sofia Marcus, and the business area manager, Emma Olausson, of Salming Underwear to receive background information about the company, the current market position, their view of their biggest competitors and other facts relating to Salming Underwear.

I will also create and conduct a market research (questionnaire)⁴, and this will then be my main source of information of which I will base my report on. The market research will contain a number of questions concerning peoples buying habits and a little in general what they think about Salming Underwear's products and also about competitors.

¹ Salming Underwear, 2008, 31/10/08 <http://www.salmingunderwear.com/>

² Salming Underwear, 2008, 31/10/08 <http://www.salmingunderwear.com/>

³ Salming Underwear, 2008, 31/10/08 <http://www.salmingunderwear.com/>

⁴ Appendix 1: Market research (original Swedish version)

The marketing research will be handed out at the University Collage of Borås, which has about 13000 students. It will only be carried out there due to a lack of time. Still, I consider the University College to be a fine place to do it, since there are many people in the target group and people come from various cities, giving a wider view of opinions. During a two weeks period, I was there three times and 78 persons participated in the market research.

Secondary research: This will constitute of books (both general business books and one a bit more specific) and the internet (through which I will find out most about the competitors; how their product mix look, what their prices are etc.).

I will include some business theories/techniques in my work as well. These tools include:

- A perceptual/market map – “diagrams showing two characteristics of a product in relation to those of other products in the market”⁵. This is to examine how Salming Underwear is seen in comparison with their competitors in two different aspects.
- An examination of the marketing mix – “the elements of a business’s marketing that are designed to meet the needs of its customers. The four elements are often called the 4 ‘Ps’ – price, product, promotion and place”⁶. I will use this as a foundation to compare Salming Underwear with its competitors and to see what more can be done.

What are they?

It is necessary to try to evaluate the validity and reliability of the data collected and the methods used and seek to avoid, if possible, any problems that might be encountered when making this report.

One factor I can do noting about is how the individuals are answering my questionnaire. People might not take it seriously and just fill in something without even reflecting over it. The questions asked might also be leading questions, not giving me an accurate answer.

It can also be hard to pin-point down exactly where Salming Underwear is on the perceptual map.

One positive aspect, though, is that I have interviewed two persons at Salming underwear, which means I have been given a wider perspective.

My objectives with this report are to:

- Analyze the problem stated in research question
- Make use of different methods as an approach to solve the problem and use the results from the market research as a means to find a solution to the question
- Recommend a future course of action that Salming Underwear can take in order to strengthen their market position and increase sales.

Focus seems to be on primary and applying secondary sources rather than other way round

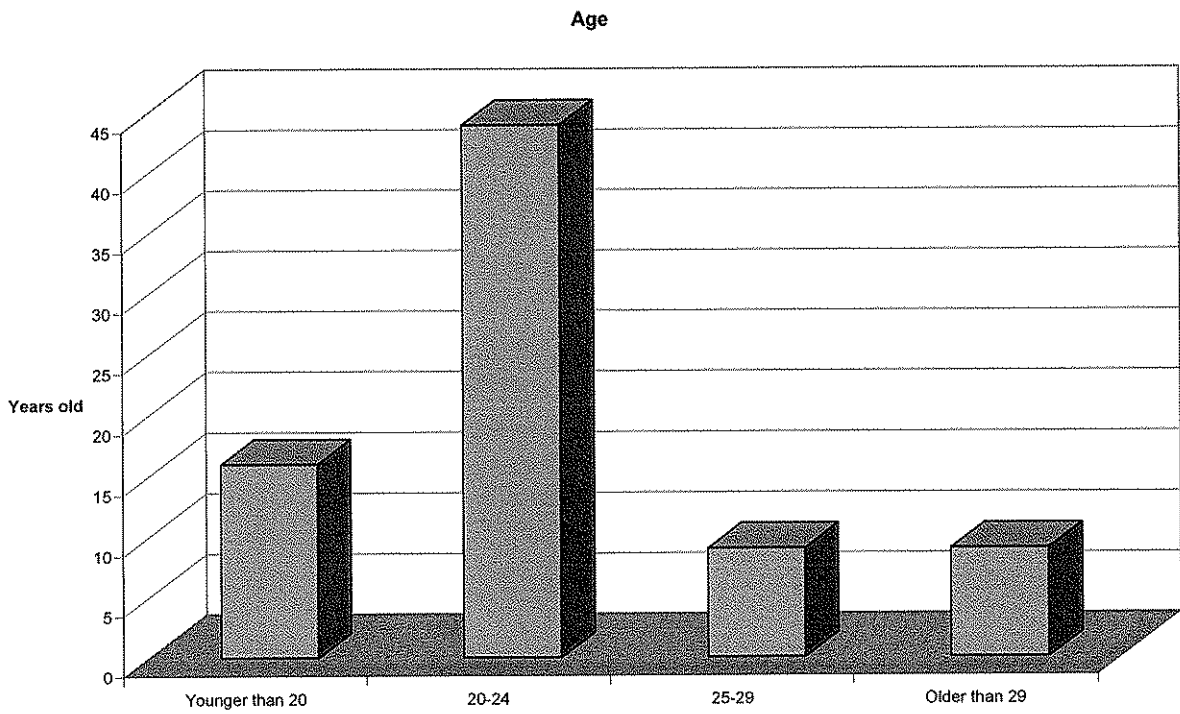
⁵ Dave Hall, Rob Jones, Carlo Raffo (2004). *Business Studies Third Edition*. Published by Waring Collins Ltd

⁶ Dave Hall, Rob Jones, Carlo Raffo (2004). *Business Studies Third Edition*. Published by Waring Collins Ltd

Findings and Analysis

Sample:
How many?
How?
Validity?

The results from the market research:



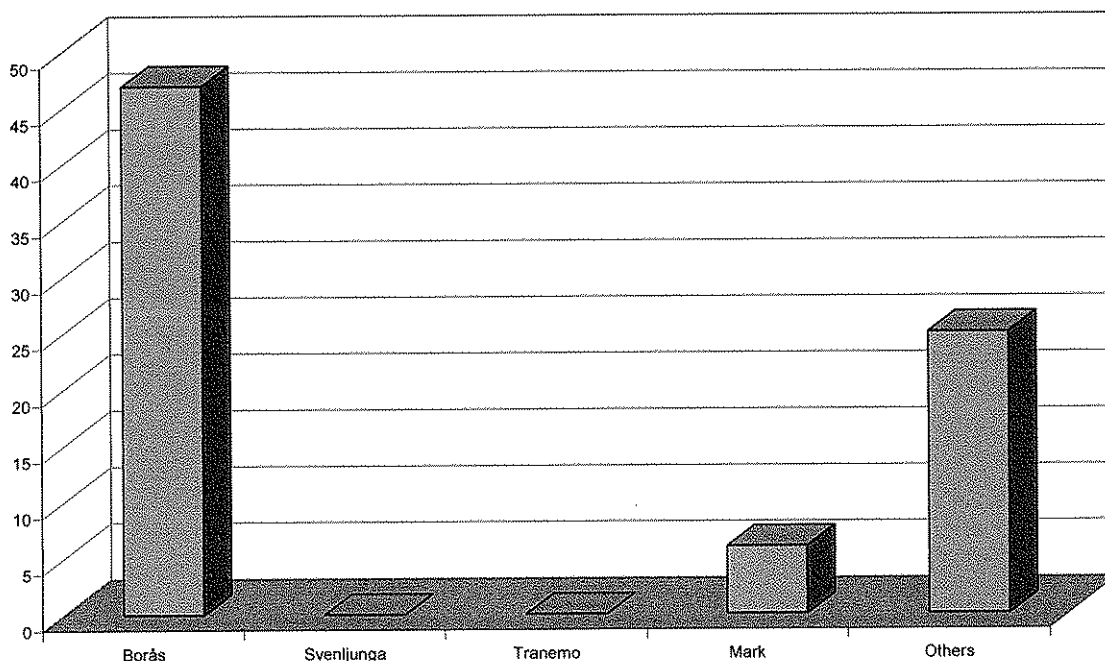
Most of the people participating in the market research were 20-24 years old, which is good because they are then in the target group for Salming Underwear.

How chosen?



- A reference to a questionnaire?
[a copy in English must be attached]

In what municipality do you live?

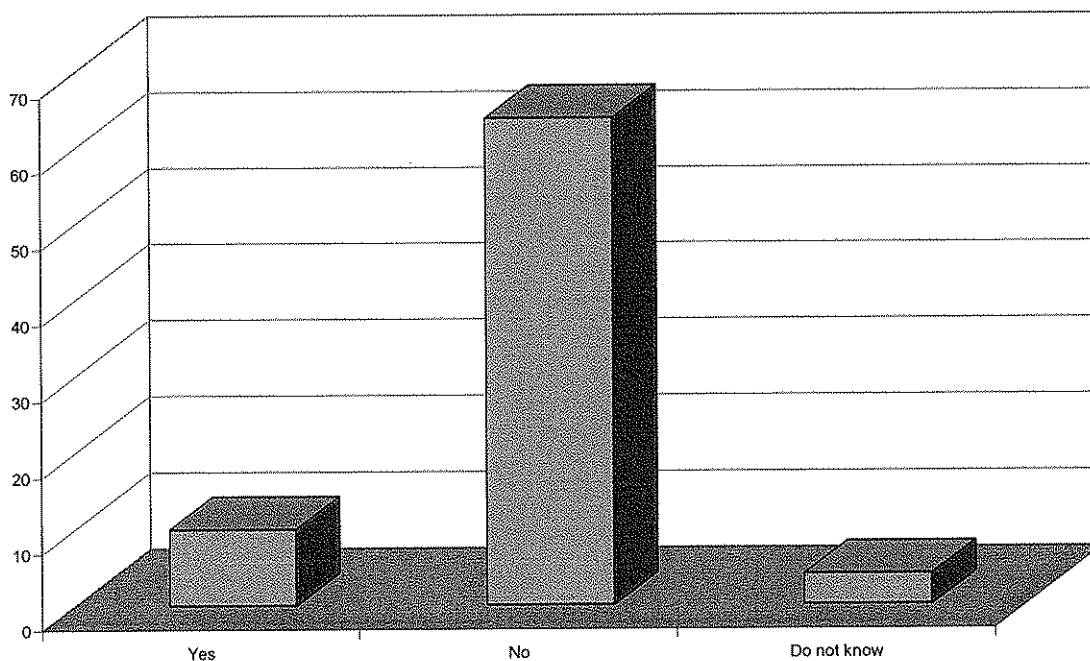


It was beneficial to see where the people lived, in order to get an idea of how 'distributed' they were. If people come from different places, it will give a wider customer perspective, which is important since Salming is not only selling to the inhabitants in Borås.

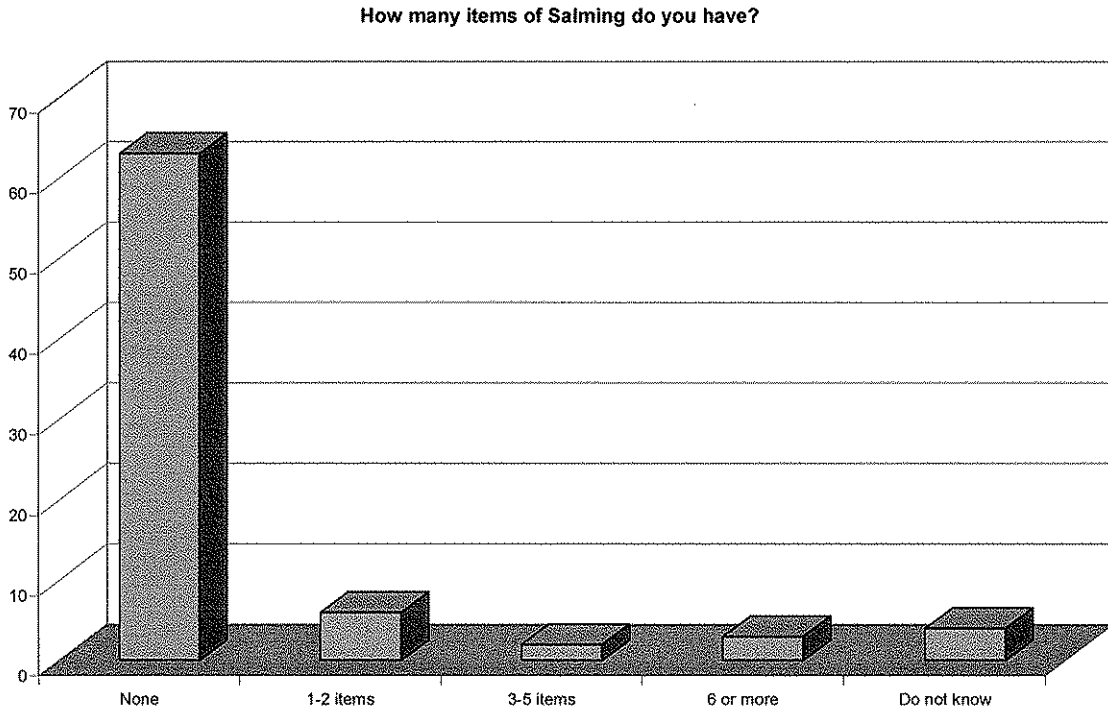
The category "others" consisted among others of: Gothenburg, Alingsås, Varberg, Jönköping and Stockholm.

?
How close?

Have you ever bought Salming Underwear?



This question was asked to see how much of the 'market' (the participating people) Salming Underwear had reached. As the graph presents, the majority have not bought it before. This indicates that there is a large market that still can be reached by Salming. And if they manage to get all those people to buy Salming Underwear, they will definitely increase sales.

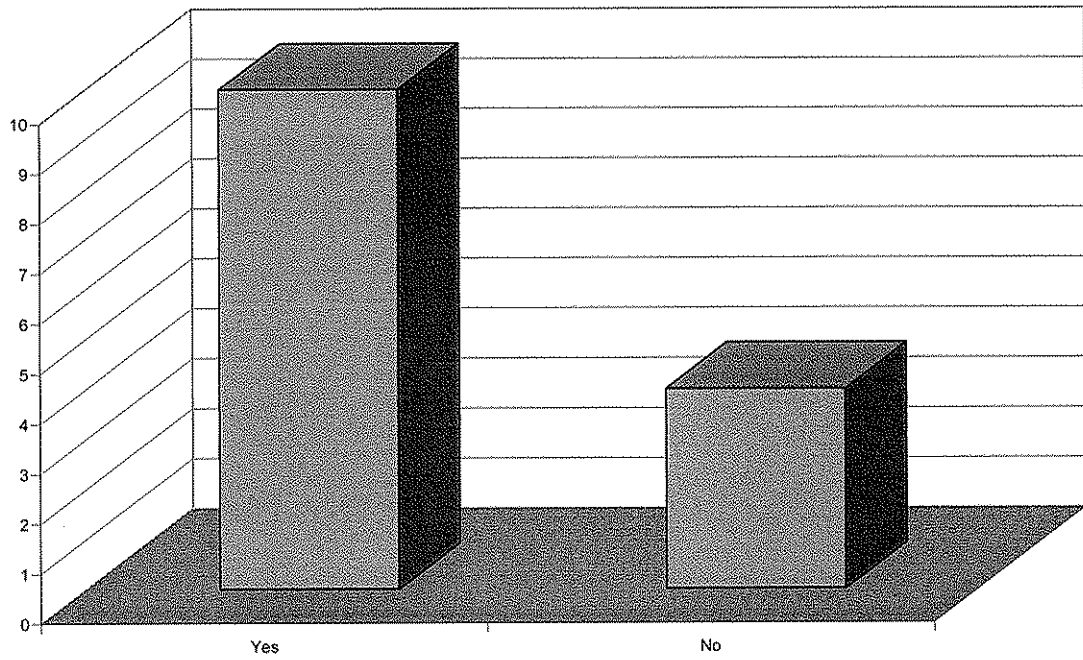


I also wanted to see how many actually owned items of Salming. This too would give me an idea of how well distributed Salming is among consumers. Evidently, not many did have any Salming products, but it also showed that some of those who did had many of them.

As with the former question, this suggests that there are many customers for Salming to reach out to.

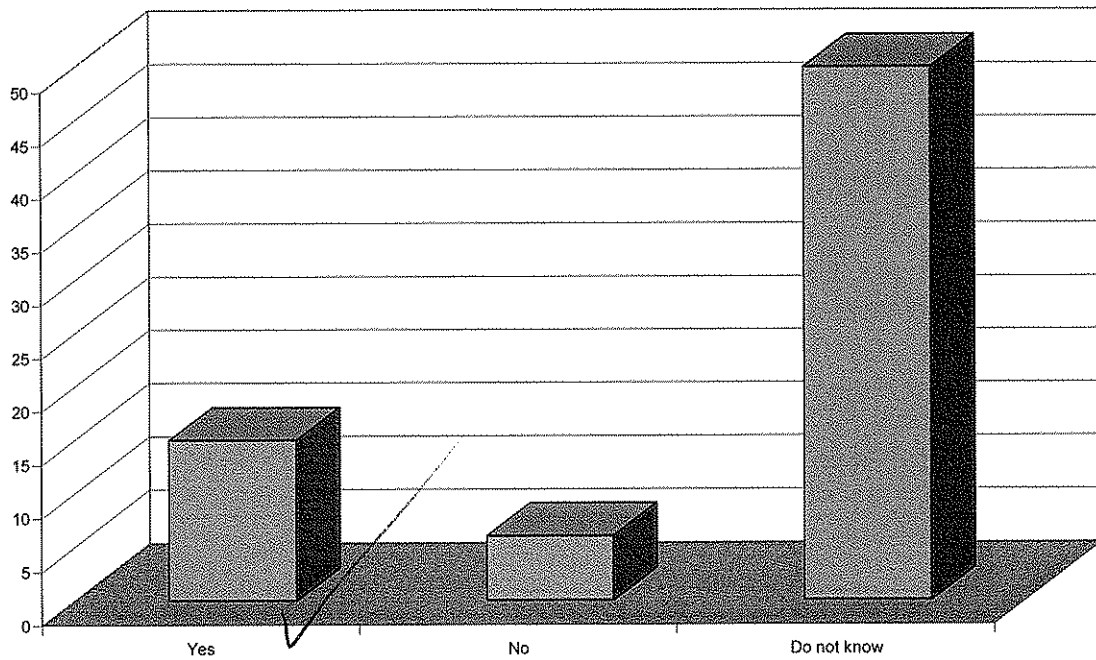
*Perhaps a
secondary research
in here!*

If you own any; are you satisfied?



Most of the owners of Salming Underwear were pleased with the products. The ones who were dissatisfied said that the reason was that the underwear was too tight and that they shrink when you wash them.

Would you consider to buy from Salming again?

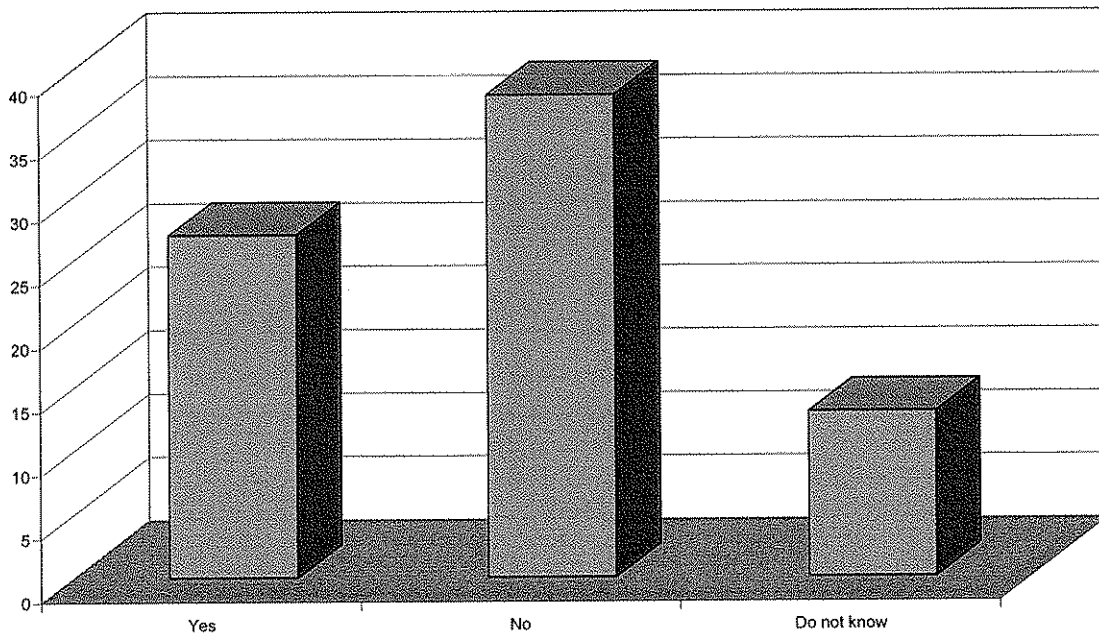


Of the ones who had an opinion, most would consider to buy from Salming again in the future. This is a proof of that the customers were satisfied.

But this question might have been misinterpreted by some. Even though some had not bought Salming before or owned any products of them, they still filled in 'yes' or 'no'. So some people that filled in 'yes' meant that they could buy it in the future but that they had not bought it yet, and some people that filled in 'no' did not have any actual "experience" of Salming, but did still say that they would not buy from them in the future. Therefore, I cannot conclude that the persons based their answers from having experienced Salming Underwear.

Nevertheless, since the largest part of the consumers did not know if they would buy Salming (again), these people can still be reached. Because of that, Salming can try to affect them into buying Salming Underwear and succeed.

Do you reckon the price to be reasonable? (199 SEK for one underpants, 349 SEK for two underpants)



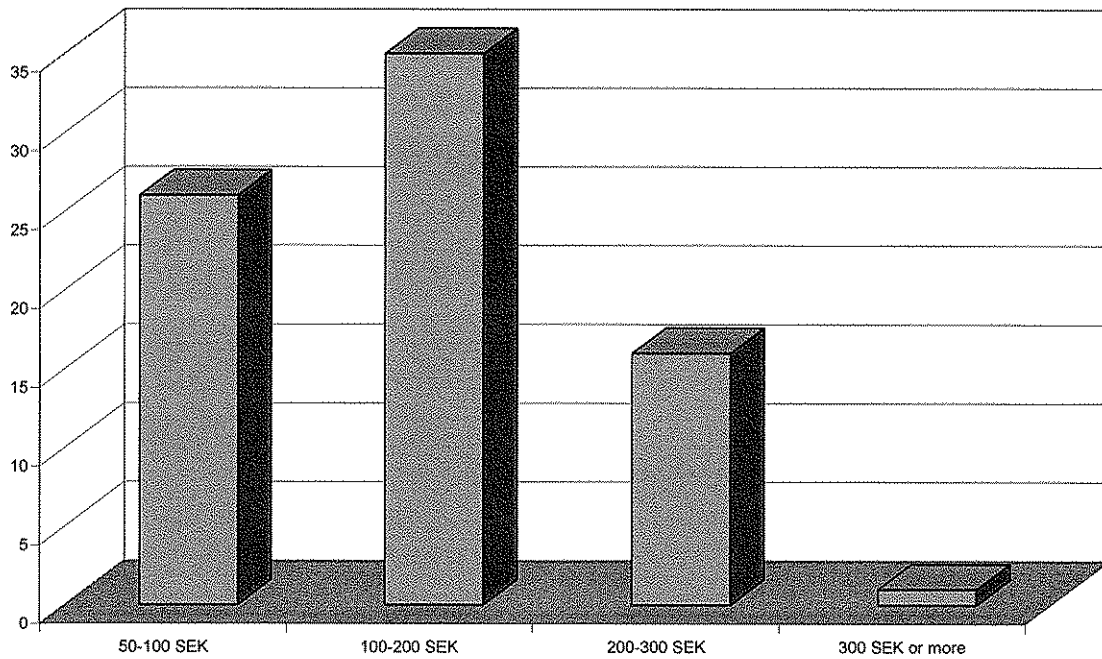
As the price for Salming Underwear is about the prices mentioned in the brackets, it was necessary to find out if the consumers found it to be reasonable.

Most people thought it was too expensive, even if many were prepared to pay that much.

But one important aspect to remember when discussing the price is that the market research only was given out to persons attending the University Collage of Borås. This means that the only responses I received were from students. As many students do not make any own money, they will perhaps not be as willing to pay as high a price as other who works.

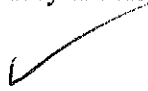
The focus of the essay here is on primary rather than secondary research and sources.

How much are you willing to pay for underwear with good quality?

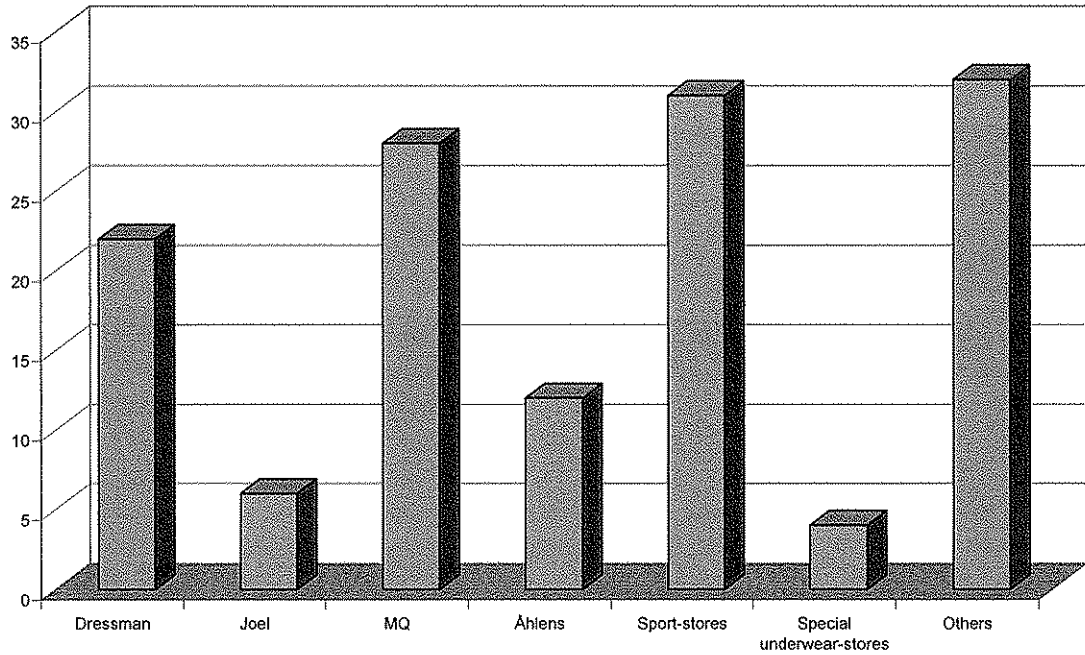


Most people are willing to pay 100-200 SEK for underwear with good quality. This information was essential for me to get as it is crucial to know how much customers are willing to pay for an item. If the price is considered way too high it is a guarantee that it will not sell.

That the majority say that they are prepared to pay 100-200 SEK is good for Salming, as it is about here they have their prices. To lower their prices to 50-100 SEK (which would probably mean more customers) would not be considered as an option for them since they are producing high-quality goods and want to be seen as such: they want to be in that market position they are now and do not want to be considered as a 'low cost' brand.



In what stores do you usually purchase your underwear?

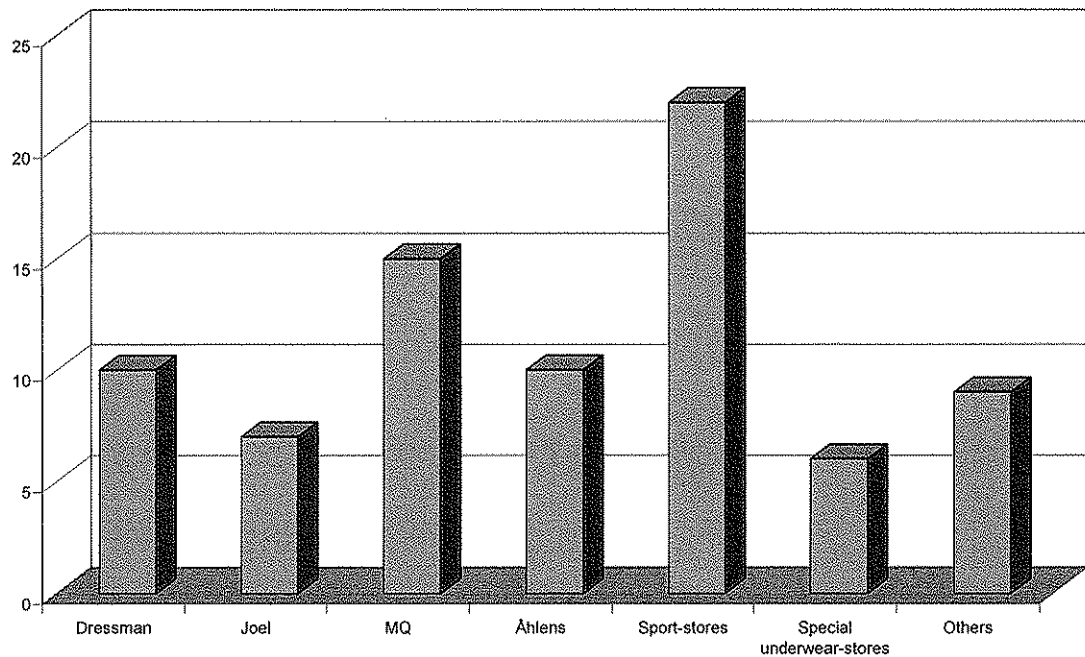


A good number commonly acquires their underwear in sport-shops, MQ and Dressman. The “others” constitute of very many different shops, like: H&M, NK, online shopping etc.

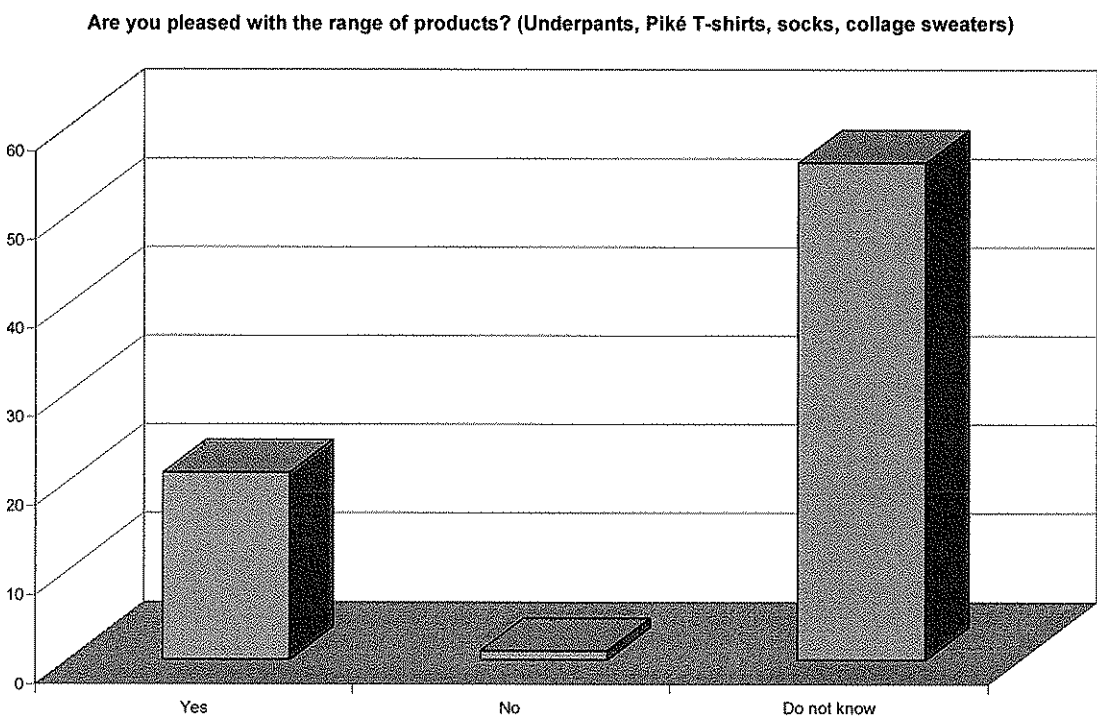
The fact that many shop in sport-shops is positive for Salming as they produce products for the active person. What this might mean for Salming I will come back to when talking about the marketing mix.



In what stores would you like Salming to be available?



The answers here will be of guidance to Salming so they can see where it would be beneficial to be available. As they want to increase sales, it is crucial to know where the product (probably) will sell the best.

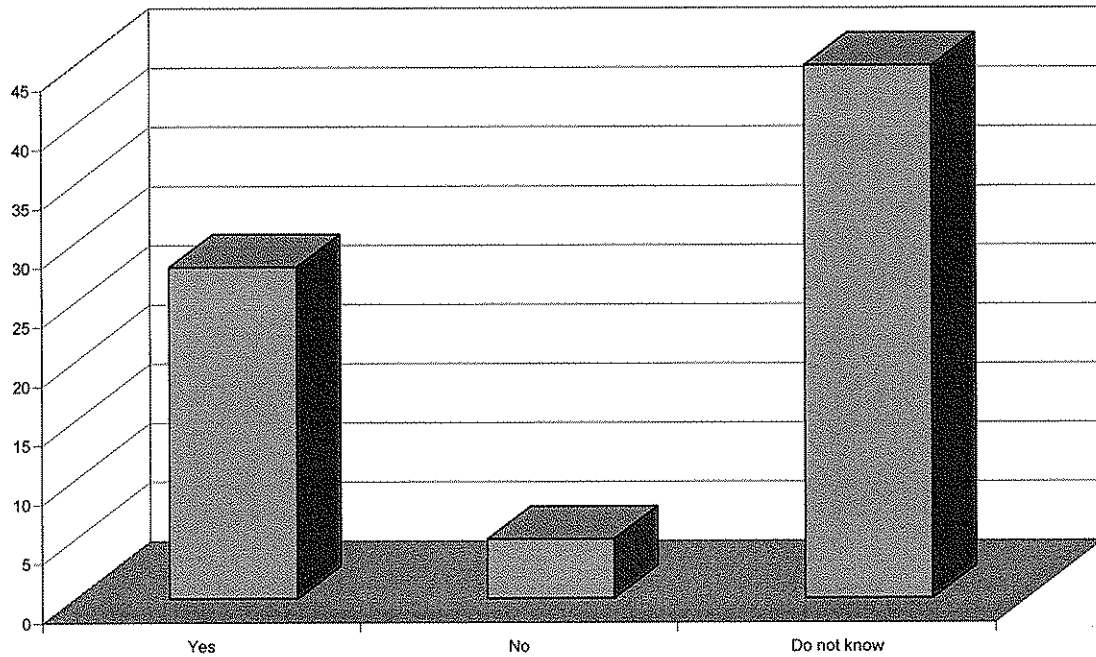


During the investigation I realized that this question is not really relevant to this report. Therefore, it will remain without comments.



Primary research is not adding value here. but is only focus
! see!

Are you happy with the design?



In order to sell a product, it has to be attractive to the customers. Therefore, this question was included, which answers then would give a hint about if Salming has a good design or if it needs to be altered for it to become more appealing to the customers.

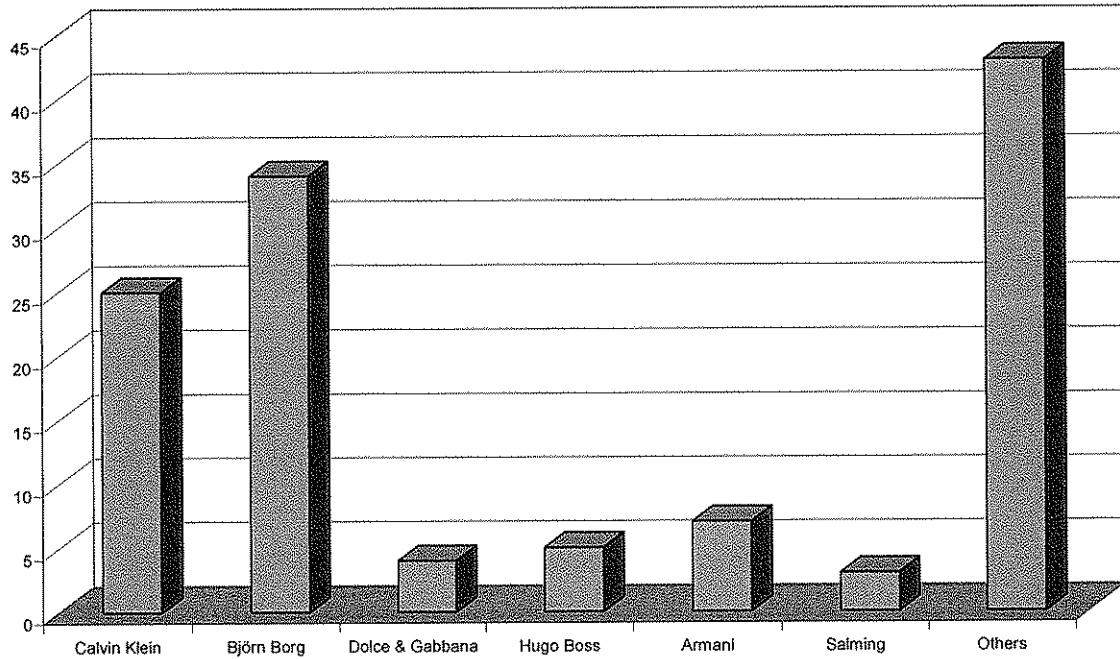
This graph can be a bit hard to interpret since the ones who do not know probably have no idea about how the products look. If they had known how the product looked, I would have gotten a more correct answer to the question. Now, I cannot tell if they would have thought it is attractive or not, which gives a large uncertainty to this question.

But out of the ones who were aware of the design, most did reckon it to look good which means that Salming would not have to alter the products design.

However, to reach out to as many customers as possible, perhaps they could create some more designs but at the same time keep the old ones.

Inappropriate focus.

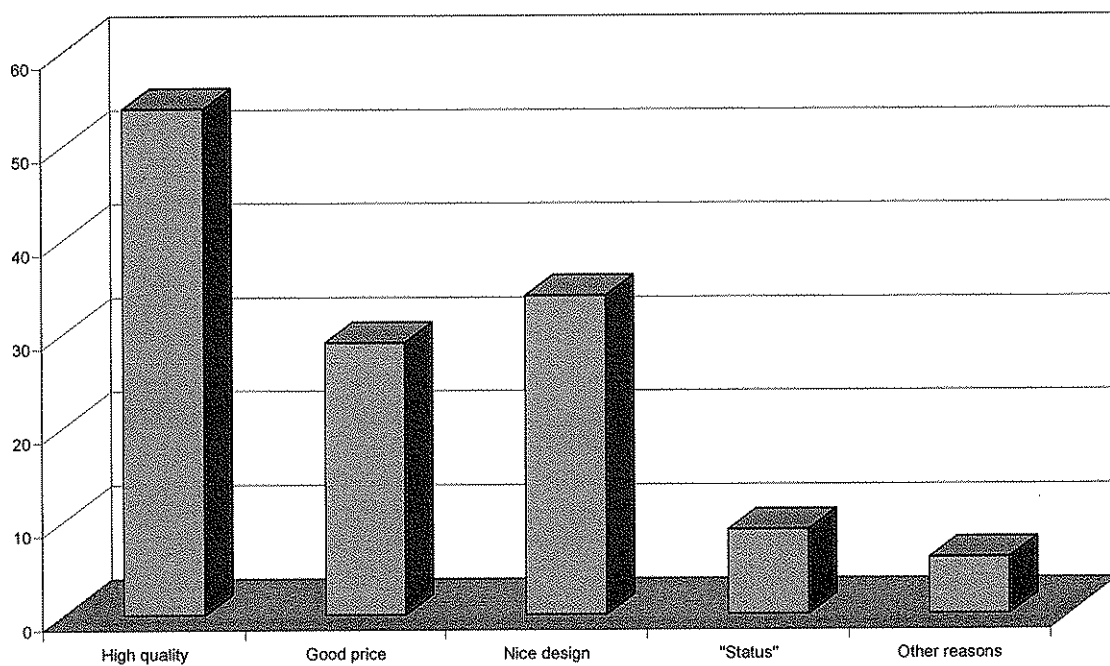
Which brands do you usually buy from?



The results here are valuable as they allow me to see from what brands the customer buys the most, and I can then compare those brands with Salming to see what can make Salming more successful.

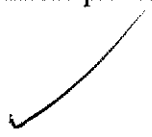
As presented, Björn Borg and Calvin Klein are the most popular brands among the consumers.

Why do you choose that/those brand/s?

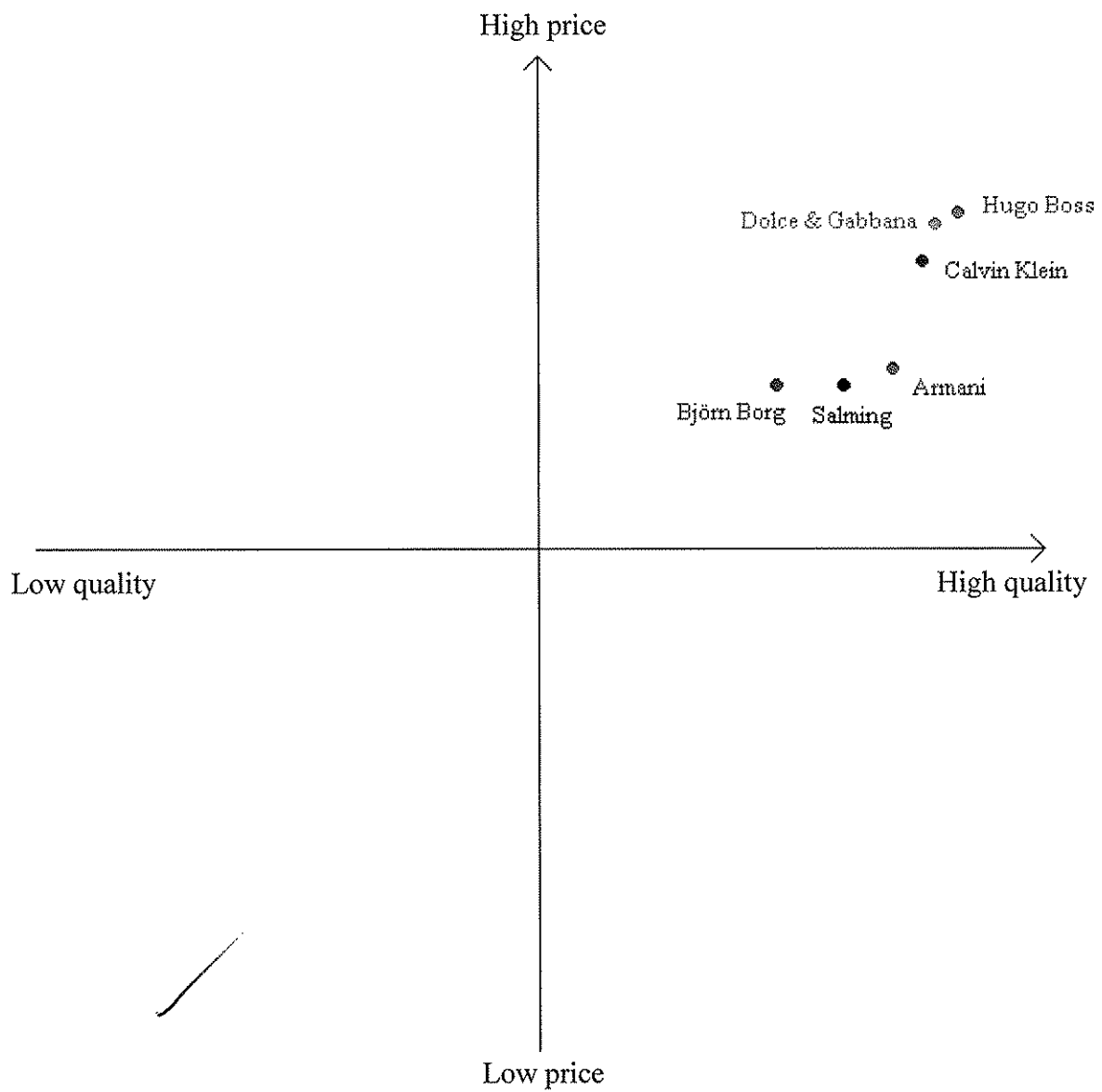


To sell more of a product, it is essential to know what characteristics of it that makes the customers choose it. Here, it is proven that the most important factor is the quality. After that must the product have a good design and then it has to be sold at a good price. The main issue that Salming must focus on is thus the quality of their products. But since Salming already are very particular about the product's qualities, perhaps this is not where their weakness lies. The same thing can be said about the design; despite the fact that some did not approve with it, most still did and so it might not be the design part that Salming needs to work on either. And most people were willing to pay 100-200 SEK for underwear with good quality so this might also not be a thing that Salming needs to concentrate on.

The fact that not many people care about "status" is encouraging and promising for Salming. This means that most people probably not will mind to purchase Salming Underwear, even if they are not very famous. If they then once buy from them, they will most likely continue to do so if they find the product to be of high quality, nice design and reasonable price.



The perceptual map:



I decided to compare price and quality, as I found it essential to see the relation between the different brands in these aspects. (The perceptual map relates to Swedish conditions.)

A reference?

The marketing mix:

As I found it to be suitable, I have used Philip Kotler's classical model of the 4 Ps as a tool to investigate the research question.

- **Product:** Salming Underwear has four general models on their underwear. These are: short boxer, regular boxer, trunk and brief. These can either be purchased in 'cottonstretch' or 'superstretch'. The cottonstretch is available in many different colors and with different patterns. It is sold in a soft packaging, which suggest a cheap, good price. The superstretch keeps the same quality but is performed differently. This one has got a more exclusive feel to it as it is sold in hard packages.

Salming is very particular about the quality of their items. They make sure that the products are comfortable, functional and long-lasting. And, as the response from the marketing research shows, out of those who had an opinion about if they were satisfied with Salming Underwear's products or not, most were satisfied.

Comparing Salming's underwear with those of their competitors, the range of products and the look of them are quite similar. In principle, they are all offering the same type of models; boxer, trunk and brief. You can get them in one single color at all competitors, but the patterns and the basic look differs a bit from brand to brand.

The quality of the products is quite hard to compare. But the perceptual map makes it a bit easier to distinguish between the qualities of the products of different brands. Salming has a pretty high standard of quality compared to the other brands in the same price range. But those brands that demand a higher price also have a better quality than Salming.

Even though the underwear offered by Salming and its competitors are much alike, more people are choosing other brands instead of Salming. One reason for this is probably that Salming is not as recognized by the market as the competitors are (like Calvin Klein, Armani, Hugo Boss etc.) These have a strong brand identity which attracts the customers. But as stated before, most people that had tried Salming Underwear were pleased, so if customers would buy Salming's products once they would most likely buy it again (as also can be seen in the results from the market research). The question here is how to make people choose Salming in the first place.

There are some actions that can be made in order to make more people select Salming when going into a shop to buy underwear. As customers are rather flexible when it comes to choosing underwear-brand, they can try another brand apart from what they usually buy without any bigger problems. Therefore, it is crucial that the customers detect Salming Underwear so that they can buy it.

One thing that attracts customers' attention is special positioning in stores. So if they make their products stand out from the others, there is a good chance that people will choose Salming. Another idea could be to offer some kind of discount to the customers.

Following that customers are satisfied with the purchased products; they might develop a degree of brand loyalty, which will of course be beneficial for Salming as the customers then will continue to buy from them.

Another thing that also can be done is to try to create brand recognition. As stated above, many of their competitors have strong brand names and it might be due to that that the customers are choosing their products instead. Creating brand recognition for Salming could be done by the ideas mentioned above and through further promotion which will be further discussed under "promotion".

Based on?
too general

It looks as if brand recognition does exist

- **Price:** Salming's price range for underwear lies somewhere about 200-250 SEK⁷, depending on what kind of underwear you buy. As the perceptual map presents, the price for Salming Underwear is among the lowest of their competitors. Björn Borg and Armani are in about the same price range whilst Calvin Klein, Dolce & Gabbana and Hugo Boss demand a higher price⁸ (up to approximately 400 SEK for some underwear).

According to the results of the market research, the majority are willing to pay 100-200 SEK for one piece of underwear of good quality. Roughly a fifth is prepared to pay 200-300 SEK. This points to that Salming currently has rather good prices that are affordable and considered reasonable and that there is really no need to try to reduce the price. Also, as stated before, Salming is not striving for to be viewed as a 'low-cost' brand.

- **Place:** Salming Underwear is available in more than 120 different stores in Sweden. The products are sold at places such as: Team Sportia, Stadium, Ellos, Åhlens city, NK sport and other retailers, such as usual clothing shops and specific underwear shops⁹. They can also be purchased on various internet sites.

The results given by the market research confirms that the most popular places where customers buy their underwear are sport-shops, MQ and Dressman. It also demonstrates that many consumers would like for Salming Underwear to become available in those stores and at Åhlens.

Salming already has products in some sport-stores, but perhaps it would be good to expand into other sport-shops as well, like Intersport for instance. To become available in these stores would also suit Salming Underwear as they produce underwear for the 'active human' and people who go into sport-shops to buy underwear are looking for what Salming is offering: functional, comfortable and long-lasting underwear.

- **Promotion:** At the moment, Salming Underwear is being promoted on the internet; through banners and their homepage, and in magazines.

But in order for Salming Underwear to create recognition among the consumers, it is crucial to advertise more. Perhaps go for a nationwide TV-commercial, if they have the finance to support one, or to advertise more frequently and in more magazines. Perhaps increase the promotion on the internet as men commonly uses internet a lot¹⁰.

effective

⁷ Uppercut.se, 2008, 31/10/08 <http://www.uppercut.se/>

⁸ Uppercut.se, 2008, 31/10/08 <http://www.uppercut.se/>

⁹ Salming Underwear, 2008, 31/10/08 <http://www.salmingunderwear.com/>

¹⁰ UCLA Newsroom, 2008, 28/11/08 <http://newsroom.ucla.edu/portal/ucla/First-Release-of-Findings-From-4849.aspx?RelNum=4849>

Conclusion

Through the market research relevant information about consumers buying behaviour, performance of existing products and success of competitors was acquired. Even though the view becomes limited, as only a sample of 78 men were included in the research, a conclusion from the obtained information can be drawn.

A comparison of Salming and its main competitors (Calvin Klein, Hugo Boss, Dolce & Gabbana, Armani and Björn Borg) allowed me to detect differences and similarities between the brands and from this draw conclusions of what future actions can be taken.

The market research results showed that:

- A very small part of the sample had bought or owned any items of Salming Underwear.
 - Of those who did possess any items, most were satisfied.
 - The larger part of the sample did not know whether they would consider purchasing from Salming (again) or not, which indicates that these people still can be affected and that they probably could buy Salming Underwear in the future.
 - The price demanded from Salming is quite reasonable according to the majority. Most were prepared to pay 100-200 SEK for underwear with good quality and as Salming's cost about 200 SEK, many would be willing to buy from them.
 - Consumers mostly purchase their underwear in sport-shops, MQ and Dressman. They would also like Salming to be available in these stores and at Åhlens. This gives a valid indication to where it would be beneficial to make Salming available.
 - The competitors that were the most popular among the customers were Björn Borg and Calvin Klein.
 - The main reasons for which the customer buys certain underwear were quality and design. This indicates that Salming may well have a fair chance to increase their sales as they have a good design and care very much about the quality of their products.
-
- Salming and its competitors are much alike in many aspects. The designs are quite similar, they offer the same models and all have a standard of high quality.
 - The prices vary a bit between the brands, where Salming lies among those with the lowest price.
 - One difference is the brand name itself. Many of the competitors have strong brand names in contrast to Salming, who is rather small. This is therefore something that Salming needs to focus on in order to become more recognized in the market.

limited
conclusion

Not enough focus on
secondary sources, academic
context and argument
development.
Primary data not used
well.

It is
possible to
find the
top
brands

Recommendations

I do not believe that the main key to increase sales for Salming Underwear is to alter their product mix. I would instead suggest the following:

Introduce some new designs, due to the fact that not everybody was satisfied with how it currently looked. If some new designs are created there is a greater chance of reaching out to more people in the market and thus selling more.

Make Salming Underwear available in more stores than what they currently are accessible in.

As the market research established, many customers purchase their underwear in sport-shops and it is also in sport-shops that the majority wanted Salming to be available. At present, Salming can be found in Team Sportia and Stadium stores, but since people wanted Salming to become available in sport-stores, they probably did not know that they already were accessible there, or they wanted Salming to become obtainable in even more sport-stores. In either case, it indicates that it would be a good idea to try to introduce Salming Underwear in more sport-shops assortment. Intersport is one large nationwide chain in which Salming Underwear could try to sell.

The foremost important factor though, is to make Salming Underwear become recognized by the market; to create brand recognition.

As the report has presented, Salming needs to reach out to a greater part of the market, which they do have the potential in doing. One way to do this is to make the customers 'see' Salming. It is more likely that the consumers will choose Salming if they are aware of the brand.

This can be done through promotion, which can be made in different ways. Having a TV-commercial would probably be the best way, but it can be very costly. Intensifying their advertisement in magazines and on the internet can also be a good idea.

Another thing that will make Salming Underwear to be noticed is to put it in special places in the stores. If it is a different lightning or another colour on the shelf on which the products are standing, this will make it stand out and will therefore be noticed by the consumers.

One more idea is to offer some kind of discount or make an offer when purchasing Salming Underwear. This will make customers at least buy it once, and if they are satisfied, which the management at Salming is confident that they will be, they will continue to buy Salming Underwear and the sales will increase.

I would, however, strongly recommend Salming to conduct a more extensive market research in order to establish whether the pattern is similar in other parts of Sweden, before taking action.

Is not it
alternating
to the
product
mix?

8/5/15

not heard
research

Based
on?

Based on?



- No exchange of critical thinking
- Inappropriate focus.
- Goals & sound academic content.

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Interviews:

Interviewed Emma Olausson - business area manager of Salming Underwear (03/09/08, 10/09/08)

Interviewed Sofia Marcus – marketing assistant at Salming Underwear (03/09/08, 10/09/08)



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- Sofia Marcus – marketing assistant at Salming Underwear



Appendix 1: Market research (original Swedish version)

Marknadsundersökning Salming Underwear

Ålder 20-24 25-29 yngre än 20 äldre än 29

I vilken kommun är du bosatt?

Borås Svenljunga Tranemo Mark
 Annan, vilken: _____

Har du någon gång köpt Salming Underwear?

ja nej vet ej

Hur många plagg av Salming har du?

inga 1-2 3-5 6 eller fler vet ej

Om du har; är du nöjd?

ja nej om nej, varför inte? _____

Kan du tänka dig att handla av Salming igen?

ja nej vet ej

Anser du att priset är rimligt (199,- för ett par kalsonger, 349,- för ett 2-pack med kalsonger)?

ja nej vet ej

Hur mycket är du beredd att betala för underkläder med bra kvalité?

50-100 kr 100-200 kr 200-300 kr 300 kr eller mer

I vilka butiker brukar du handla underkläder?

Dressman Joel MQ Åhléns Sportaffärer
 Speciella underkläderaffärer Andra, vilka: _____

I vilka affärer skulle du vilja att Salming fanns tillgängligt?

Dressman Joel MQ Åhléns Sportaffärer
 Speciella underkläderaffärer Andra, vilka: _____

Är du nöjd med utbudet av produkter? (kalsonger, Pike t-shirt, strumpor, collage tröjor)

ja nej vet ej om nej, vad mer skulle du önska? _____

Är du nöjd med designen?

ja nej vet ej
 om nej, hur skulle du vilja att produkterna såg ut? _____

Vilka märken brukar du köpa av?

Calvin Klein Björn Borg Dolce & Gabbana Hugo Boss Armani
 Salming Annan, vilken: _____

Varför väljer du det märket?

bra kvalité bra pris snygg design "status"
 annat: _____

Appendix 2: Market research (translated version)

Market research Salming underwear

Age 20-24 25-29 younger than 20 older than 29

In what municipality do you live?

Borås Svenljunga Tranemo Mark
 Other, which: _____

Have you ever bought Salming Underwear?

yes no do not know

How many items of Salming do you have?

none 1-2 3-5 6 or more do not know

If you own any; are you satisfied?

yes no if no, why not? _____

Would you consider to buy from Salming again?

yes no do not know

Do you reckon the price to be reasonable? (199 SEK for one underpants, 349 SEK for two underpants)

yes no do not know

How much are you willing to pay for underwear with good quality?

50-100 SEK 100-200 SEK 200-300 SEK 300 SEK or more

In what stores do you usually purchase your underwear?

Dressman Joel MQ Åhléns Sport-shops
 Special underwear-stores Others, which: _____

In what stores would you like Salming to be available?

Dressman Joel MQ Åhléns Sport-shops

Special underwear-stores Others, which: _____

Are you pleased with the range of products? (Underpants, Piqué T-shirts, socks, collage sweaters)

yes no do not know if no, what more would you want? _____

Are you happy with the design?

yes no do not know

Which brands do you usually buy from?

Calvin Klein Björn Borg Dolce & Gabbana Hugo Boss Armani
 Salming Others, which: _____

Why do you choose that/those brand/s?

high quality good price nice design "status"
 other reasons: _____

Assessment form (for examiner use only)

Candidate session number	0	0	
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Assessment criteria		Achievement level		
		First examiner	maximum	Second examiner
A	research question	1	2	1
B	introduction	1	2	1
C	investigation	2	4	2
D	knowledge and understanding	2	4	2
E	reasoned argument	2	4	2
F	analysis and evaluation	2	4	2
G	use of subject language	3	4	3
H	conclusion	1	2	1
I	formal presentation	2	4	2
J	abstract	1	2	1
K	holistic judgment	2	4	2
Total out of 36		19		19

Name of first examiner: _____
(CAPITAL letters)

Examiner number: _____

Name of second examiner: _____
(CAPITAL letters)

Examiner number: _____