**ELEMENT 1: ACTIVITY 2: LO1**

**Using digital tools**

**PART ONE**

Read the case study below.

|  |
| --- |
| C:\Users\User\Desktop\ABE\Publishing project\BSU\Stock photos\shutterstock_474779512.jpg Baraka Bicycles is a small business owned and run by Baraka Okoye, in a town situated in a tourist region of your country. The local area comprises of residential properties plus commercial and tourism related enterprises. His business has been established for about ten years and it is well known in the area to residents and the hotel community.  The business comprises three elements:   1. **Bicycles sales** – A showroom has a range of bicycles from $100 to $800 per bicycle for children and adults. 2. **Repairs and servicing bicycles** - carried out in a small workshop at the rear of the premises 3. **Bicycle hire** - by the day or week mainly to tourists visiting the area.   Baraka’s has been the only bicycle business in the area for the past ten years and has established a good reputation for customer service and timely delivery. However, he is aware that a large national store specialising in bicycle sales is planning on opening on the other side of the town and is concerned about how this will affect his business.  He currently advertises in the local newspaper once a month and sends leaflets and posters to the hotels and restaurants in the area to attract tourists. A friend has suggested that he should look at digital marketing as an alternative way of keeping in touch with his customers. |

Consider the range of digital marketing tools that Baraka could use and indicate which may be most useful for each of the three different elements of his business.

|  |  |
| --- | --- |
| **Bicycle sales** |  |
| **Repairs and servicing** |  |
| **Bicycle hire** |  |

**PART TWO**

Referring to the case study and outcomes in Part One, consider the potential risks and challenges that Baraka may face when using digital marketing tools and outline how he might be able to minimise the risks.

|  |  |
| --- | --- |
| **Technical risks** |  |
| **Security risks** |  |
| **Offline / online balance** |  |