



Accredited

# SAMPLE LEARNER WORK WITH COMMENTARY

UNIT R063:  
SETTING UP AND RUNNING AN  
ENTERPRISE

# BUSINESS

Level 1/2



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## INTRODUCTION

This is a guide for teachers so that you can see how we would mark work, Cambridge Nationals are designed to give learners the project and let them create the work.

The guide contains sample learner work for this unit and covers all learning objectives, graded at Marking Band 1 (MB1) and Marking Band 3 (MB3).

The accompanying commentary explains why each piece of work was awarded its grade.

For MB1 graded work, additional guidance has been added to suggest improvements that could be made to make it an MB2 graded piece of work.

For MB3 graded work, additional guidance has been added to explain why it was awarded that grade and not the lower grade of MB2.

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## MARKING BAND 1 SAMPLE LEARNER WORK

## SAMPLE LEARNER WORK

## UNIT R063 SETTING UP AND RUNNING AN ENTERPRISE - JAMES JONES

### TASK 1 MY IDEAS BY JAMES

Idea 1: Car wash, we could set up a car wash in the school.

Idea 2: Cake sale, we could organize a cake sale in the school canteen where we could sell cupcakes to staff and students.

Idea 3: Tuck Shop we could set up a tuck shop in the school where we could sell snacks and drinks to the staff and students.

This table shows how my ideas could work for the team:

Idea	Differentiation of the product	Resources	Competitiveness	Break even
<b>Car Wash</b>	There is no other car wash in the local vicinity of the school and also it would be easy for anyone to have their car washed when they could just leave it and come back and it would be clean for them.	We would need buckets and sponges which we could buy from the local shops and we would need specialized car wash again which we could buy in the shops or on-line. We only then need water which we could get from the school.	There is no other car wash so we have no competitors in the school car park.	We would have to add up the cost of the buckets, sponges and car wash and work out the price of each wash and then work out how many we would have to do to break even, but I don't think we would have any problem.
<b>Viability of the Car Wash Idea</b>		I think this idea is viable because there are a lot of cars in the car park to be washed, Our Unique Selling Point is that the car owners don't have to do anything, they can carry on with their work and when they come back their car will be washed and ready This idea is unique and profitable.		
<b>Cake Sale</b>	The school canteen does school dinners and school food so there is no other items like this available in the school. We could maybe personalize the cakes with initials or get orders so people could choose which type of cupcake they would like. This would make them different.	We would need flour, eggs, sugar and other baking stuff which we could get from the local supermarket. We could make the cupcakes at home and bring them in.	There are no other cupcakes for sale in the school.	We would need to work out cost of the cupcakes and then work out how many to make to break even.
<b>Validity of the Cake sale idea</b>		I think this idea could work because we will have a ready supply of customers. We can easily get the materials for the cakes. Our unique selling point is that people can have personalized cup cakes with their own name or initial on it. I think this is an excellent idea.		

## SAMPLE LEARNER WORK

<b>Tuck Shop</b>	At the moment there is no tuck shop in the school, we could sell drinks and snacks to the staff and pupils.	We could buy the stock in town and so it would be easy to get, we could go to the pound shop or go to the supermarket.		We could work out the cost and then know the break even.
<b>Validity of the Cupcake sale idea</b>		This idea will work because all students like drinks and snacks and at the moment there is no tuck shop available in our school I think this idea won't work because the school has a healthy eating policy and we probably wouldn't be able to sell treats we would have to sell healthy food and I don't think that would sell very well. So I don't think this idea is the best but it might be ok.		

**The Car Wash**

<b>Strengths</b>	<b>Weaknesses</b>
No other car wash in the car park.	
<b>Opportunities</b>	<b>Threats</b>
There are a lot of cars in the car park so we have easy customers.	Someone else might have the same idea.

**The Cake Sale**

<b>Strengths</b>	<b>Weaknesses</b>
Easy to make cup cakes. Everyone likes cup cakes.	Some people might not like cake.
<b>Opportunities</b>	<b>Threats</b>
	Some other team might have the same idea.

**The Tuck Shop**

<b>Strengths</b>	<b>Weaknesses</b>
No other in the school.	
<b>Opportunities</b>	<b>Threats</b>
A lot of students and staff so easy customers.	

## SAMPLE LEARNER WORK

## MY IDEAS

JAMES

Idea	Differentiation of the product	Resources	Competitiveness	Break even
<b>Car Wash</b>	There is no other car wash in the local vicinity of the school and also it would be easy for anyone to have their car washed when they could just leave it and come back and it would be clean for them.	We would need buckets and sponges which we could buy from the local shops and we would need specialized car wash again which we could buy in the shops or on-line. We only then need water which we could get from the school,	there is no other car wash so we have no competitors in the school car park.	We would have to add up the cost of the buckets, sponges and car wash and work out the price of each wash and then work out how many we would have to do to break even, but I don't think we would have any problem
<b>Cake Sale</b>	The school canteen does school dinners and school food so there is no other items like this available in the school. We could maybe personalize the cakes with initials or get orders so people could choose which type of cup cake they would like. This would make them different	We would need flour, eggs, sugar and other baking stuff which we could get from the local supermarket. We could make the cup cakes at home and bring them in.	There are no other cup cakes for sale in the school	We would need to work out cost of the cupcakes and then work out how many to make to break even.
<b>Tuck Shop</b>	At the moment there is no tuck shop in the school, we could sell drinks and snacks to the staff and pupils,	We could buy the stock in town and so it would be easy to get, we could go to the pound shop or go to the supermarket		We could work out the cost and then know the break even.

## SAMPLE LEARNER WORK

## WITNESS STATEMENT

<b>LEARNER NAME</b>	James Jones
<b>ASSESSOR NAME</b>	Mrs Cowsley
<b>Date</b>	16/12/2014
<b>Unit</b>	RO63 – Setting up and running an enterprise
<b>LO1</b>	Be able to select viable enterprise activities
<b>ASSESSOR FEEDBACK – please give detail of how learners have met the criteria for the marks awarded. This should be supported with evidence from within the candidate portfolio</b>	
<b>Demonstrates contribution to the selection of an idea for the enterprise activity</b>	
<b>Assessor comments</b>	<p>James gave a very basic presentation – he did not have any notes prepared for his presentation and he simply read from the screen.</p> <p>James is a very confident student and he seemed quite comfortable giving his presentation but he also seemed inadequately prepared as he could not answer some of the questions asked by the other team members.</p>

Our team members are me (James), Martha, Reece, Jacob and Amie.

### Selection of the idea

When everyone had presented their ideas we had a discussion on all of them and we decided to go with the car wash idea as both me and Jacob had this idea. Jacob had all the costs completed so we decided to go with his plan. His plan was basically the same as mine but he had all the figures worked out. Also his plan was to offer a quick wash and also a full wash with polish. He said this was good marketing because we could make a good profit on quick wash and lot of people would want this service.

### Planning the event

When we had decided on which idea to go with we decided to organize a meeting for 6th January.

At this meeting we had to set business objectives for our idea.

### Our objectives are

- To make a profit
- To satisfy our customers by having their cars washed properly.

We also talked about the different job roles everyone had to say what they were good at and then we had to vote on who we wanted for each role. Amie really wanted to be Manager and said she would be good at this so we all agreed as she was really desperate for this job. Reece said he like looking after money and couldn't think of any other role he would like so we made him in charge of finance and Martha said she would organize the jobs so she is HR and it was between me and Jacob, there were two jobs left so when Jacob said he would be good at Marketing I said I would do the administration. Everyone said they would help me if I needed some advice or help.



## SAMPLE LEARNER WORK

**Minutes of meeting**

Date: 06/1/2015

Present: Amie, Reece, James, Martha and Jacob

Minutes taken by: Amie

Topics for discussion:    Business Objectives  
   Allocation of job roles

Following a discussion the objectives for our business have been set:

Business Objectives:

- To make a profit
- To satisfy our customers by having their cars washed properly

Jobs have been allocated to each member of the team as follows:

Amie – Manager

Reece – Finance

James – Administration

Martha – HR

Jacob - Marketing

Next meeting date: 20/1/2015

## SAMPLE LEARNER WORK

We all had to complete a section of the Business Plan; my sections were Section 3 and Section 4.

As follows:

## SECTION THREE

### Products and services

---

#### 3.1 What are you going to sell?

- A product ☐
- A service ☒
- Both ☐

#### 3.2 Describe the basic product/service you are going to sell:

We are going to wash cars.

#### 3.3 Describe the different types of product/service you are going to be selling:

We will provide two different types of wash.

#### 3.4 If you are not going to sell all your products/services at the start of your business, explain why not and when you will start selling them:

We will provide our service on one day only 9th February

#### 3.5 Additional information:

## SECTION FOUR

### The market

#### 4.1 Are your customers:

- Individuals ☒
- Businesses ☐
- Both ☐

#### 4.2 Describe your typical customer:

Most teachers and other staff of our school.

#### 4.3 Where are your customers based?

At the Sample school.

#### 4.4 What prompts your customers to buy your product/service?

Convenience – they can leave their cars while they are teaching or marking papers and when they come back their car will be clean.

#### 4.5 What factors help your customers choose which business to buy from?

#### 4.6 Have you sold products/services to customers already?

- Yes ☐
- No ☒

If you answered “yes”, give details:

#### 4.7 Have you got customers waiting to buy your product/service?

- Yes ☐
- No ☒

If you answered “yes”, give details:

#### 4.8 Additional information:

## SAMPLE LEARNER WORK

This is my project plan for the car wash enterprise:

Jobs	Week 1	Week 2	Week 3	Week 4	Week 5
Get the wash items					
Sell tickets for the washes					
Do the car wash					
Evaluate					

At our meeting on 20th January we looked at everyone's project plan and we decided to go with Reece's as his had the most detail. The following is Reece's plan:

Jobs	Team Member	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Get Permission to carry out the car wash in the car park	James						
List all Materials needed	Reece						
Get best price on materials	Reece						
Prepare order slips	Jacob						
Make posters to advertise	Jacob						
Put up the posters	James						
Distribute order slips	Amie and Reece						
Collect order slips	Whole Team						
Do the car wash	Whole Team						
Keep track of vehicles completed	Whole Team						
Evaluate	Whole Team						



## SAMPLE LEARNER WORK

**My Jobs**

I had to send a letter to the caretakers of the school to get permission to carry out the car wash in the car park. The following is a copy of my letter:

Mrs Smith Class  
Sample School

Dear Caretaker

We would like permission to do a car washes in the school car park on 9th February 201. We will be washing and polishing cars for one morning only. Please reply asap.

Regards

James Jones

E- mail from Martha with minutes of meeting 27th January:

**Minutes 27th Jan**

1 file attached ^



Minutes  
.odt 4.33 KB

Hi Jams

Can you please take a look at the attached minutes from our meeting on 27th January - which you didn't attend. Please read through these as this will explain how we are going to proceed with our enterprise activity.

Martha

When we were getting ready to run the event, I had to put up posters that Jacob had made. According to the plan this had to be completed by end of week 4 but I was out of school for two weeks so I could not carry out this task. Amie sent me an e-mail to ask about this job and I had intended to reply but then it slipped my mind so I didn't get around to it. I had forgotten about this and on my first day back I remembered, so I phoned Amie as she was the manager of the team and I wanted to remind her. She said it was already completed as she had to get someone else to do it as I was not in.

Copy of e-mail is shown below:

**Posters**

Hi James

I just want to check if you will be back in school to put up the posters, as detailed in our project plan.

Regards  
Amie

**SAMPLE LEARNER WORK**

I got another e-mail from Amie just before the event telling me what we needed to do for the enterprise activity on 10th February. She set out my jobs for me so that I would know what to do. I did reply to this e-mail to let her know that I would be in and ready to help.

I also had to send a memo to all members of the team to remind them what time we were going to get started on the day. Copy below:

**Memo**

To All members of the Wash Team

From James Administration Officer

Date

Please be aware that we need to meet at 9am on Tuesday morning in order to get ready for our Enterprise Activity.

I sent the memo to everyone I handed it to them to make sure they all got it.

**Running the Enterprise Activity**

On the day of the Car Wash, we had everything ready early in the morning. Reece and Amy had collected the order slips the day before and so had a list of cars to be washed and polished. We took turns washing the cars – we worked in pairs. I liked washing the cars to start with but then the rain came on and it was very cold so I asked Amie if I could take a break. She said no because we had so many cars to do. Amie said Reece had the plan all made out and she didn't want anyone taking a break because this would mess up the plan and we wouldn't finish in time. I said it didn't matter if we didn't finish them all that we could just give the money back but Amie said that our objective was to make a profit and we had to stick to the plan. Jacob and Martha were sorting the money and the booking slips and Reece suggested they wash some cars to take the pressure off us. Everyone agreed to this and so we all worked at washing for about an hour. I checked the plan and I knew we were on schedule. Amie suggested we take a break of just 10 minutes, after that I worked a little while longer and then I got really cold so I said I was taking another break. Amie was not very pleased with me but I went anyway. When I came back later they had finished all the cars. We had some car wash liquid left over and I said I would take it as my big brother owns a car and he could use it and Reece said no way because I did very little work. The rest of the team suggested we give it to the caretaker because he had helped them carry buckets of water when I was away. I didn't really enjoy the car wash – if the weather had been better then it could have been good.

**Review of the enterprise activity**

This is a review of my own and my team member's performance during the enterprise activity:

**Idea Selection**

I feel I did very well with my ideas, I came up with three different ideas and even though the team did not pick one of my ideas I thought any one of them would be suitable for this event.

**SAMPLE LEARNER WORK****My Job**

I did not get much of a chance to pick a good job as all the good jobs were gone before my turn came. When we were planning the enterprise activity I was out of school for some of the time so this did not help with my contribution. I possibly could have kept in touch with the other team members through e-mail or text but I thought they would manage without me. When we were running the event I did some work but really I think we should have postponed the event to another day as the weather was terrible. I created some good business documents. I created memo and I sent a letter to the caretaker. I also completed my sections of the business plan. If I were to do this again I would not take the job of administrator as I feel I would be much better at some other jobs.

I think our activity was good because we made a profit and everyone that got their car washed was happy with the service we gave. If we were to do it again I think we should wait until May or June when the weather would be better. Also I think we should charge more and then we would not have to wash as many cars to make the profit.

**Review of my team members contributions**

I think all of the team worked well together. I was out of school for some of the planning and so I probably would be wrong to say anyone in particular didn't do their part. Probably some others might say I didn't. I thought Amie was a very good manager and she managed the whole enterprise very well. She made us all do our part which is what a manager is supposed to do. Reece was very good at getting the prices together and working out the break even. Martha organized the jobs we all did and Jacob made a poster and did the marketing. I think Jacob could have done a little bit more as he did not have very much work to do.

**My recommendations for improvement**

1. Check the weather forecast and pick a better day
2. Charge more per car
3. Get more people on our team to do the car washes.

**Learning Objective 1 – Be able to select viable enterprise activities****Marking commentary on MB1 sample learner work**

The learner has selected three original ideas. He has shown some detail for differentiation of the product, availability or resources and competitiveness. He has shown some understanding of break-even but has not worked out the costs or break-even point for any of his ideas. The learner has shown some indication of the viability of the idea but this is quite weak. The learner has attempted to do a SWOT analysis on his ideas but again this is very basic and lacks any meaningful detail. The learner has created a PowerPoint presentation and presented his three ideas to the other members of his team. His presentation is again weak as is evidenced by the PowerPoint slides and the witness statement.

**Suggested improvements to progress sample learner work to MB2**

To move to mark band two the learner needs to show an understanding of the many factors that might influence the viability of his ideas and it must be clear how the factors shown relate to the ideas chosen. A proper break even analysis must also be included. Regarding the implications for running the enterprise activity, this learner has included some useful material but this would need to be further developed and also must relate directly to the chosen idea. The learner is required to show strengths, weaknesses, opportunities and threats which are relevant to their chosen ideas, this learner has shown very vague SWOT for his chosen three ideas, these would need to be further developed to meet mark band 2. A more competent contribution to the selection of the enterprise activity would also be required to meet mark band two as this learner has made a very limited contribution.



## **Learning Objective 2 – Be able to plan enterprise activities**

### **Marking commentary on MB1 sample learner work**

The learner has completed his allocated two sections of the business plan with very little detail. Two objectives have been set for the enterprise but it is not clear what contribution this learner has made to the setting of these objectives. This portfolio shows very little evidence of an understanding of the requirements of a good business plan.

### **Suggested improvements to progress sample learner work to MB2**

The learner has completed two sections of the business plan, but with very limited detail and this does not show his understanding of the key functional areas of business. For the questions on the business plan which asks “Describe the different types of product/service you are going to be selling” the learner could easily have developed his answer to include the different types of service which the group had already discussed when deciding on the final idea to proceed with. The business plan requires more detail to be viable. To move to mark band two the learner would need to have shown his contribution to many of the elements of the business planning process and he would need to make clear his understanding of the purpose of the business plan. The learner has included business objectives for the enterprise, but has not included any detail on why these particular objectives have been set for this enterprise or any further detail on how these are going to be achieved.

## **Learning Objective 3 – Be able to implement enterprise activity plans**

### **Marking commentary on MB1 sample learner work**

The learner has shown evidence of limited involvement in the meetings and planning of the enterprise activity. He has only attended two of the four meetings which took place and has made a limited contribution on both occasions. He has received correspondence from the other members of the team in the form of e-mail messages and he has mentioned replying to an e-mail but there is no documented evidence of this. The portfolio shows copies of minutes of meetings but this learner has not contributed to these documents. He has shown some evidence of written communication in the form of a business letter which is poorly structured and contains errors in spelling, punctuation and grammar. He has also created a memo which is of an adequate standard. He has also shown evidence of remote and verbal communication, when he has made a telephone call to another member of the team. He has created a project plan which is very basic.

### **Suggested improvements to progress sample learner work to MB2**

To move to mark band two the learner would need to show evidence of effective contribution to the meetings. In this portfolio the learner has missed some meetings due to the fact that he was absent from school, but there is no evidence of him making an effort to obtain details of what happened at the meetings or of trying to make any contact with any of the team members to check on the progress of the enterprise. While the learner has shown some evidence of using written, verbal and remote communication, this is of a very basic standard and for mark band two more evidence of appropriateness of the methods used would need to be shown. The project plan which this learner has created is very basic and shows very little useful information, for mark band two the project plan would need to show most of the activities in a structured way thus making it effective.

## **Learning Objective 4 – Be able to contribute to the running of enterprise activities**

### **Marking commentary on MB1 sample learner work**

The learner has performed a few tasks in a limited way under instruction. He has addressed some issues as they occurred and has discussed these with the other team members. During the running of the enterprise, he has not adhered to the plan and has given limited support and help to his team members. He has shown his inability to work as a viable team member when he has made a request to take a break which would jeopardize the outcome of the activity. He also left the activity before its completion and has shown very little understanding of how his own contribution has an effect on the project plan and the outcome of the activity.

**Suggested improvements to progress sample learner work to MB2**

To move to mark band two the learner would need to show evidence of his ability to perform some tasks independently and also be able to give advice to other members of the team. This portfolio shows little evidence of this learners understanding of how his own contribution affects the overall project, as he has withdrawn his services and does not seem concerned as to how this will affect the activity and his team. He has shown evidence of checking the plan on one occasion only, to monitor progress. To move to mark band two he would need evidence of checking the plan and monitoring progress on a regular basis and of addressing any issues as they arise and in particular showing an understanding of how these issues can affect the overall enterprise activity.

**Learning Objective 5 – Be able to review the success of enterprise activities****Marking commentary on MB1 sample learner work**

The learner has shown a very basic review of the implementation and running of the enterprise activity. He has shown a very basic understanding of how the activity has met the objectives. He has given a basic review of his own performance throughout and also of his team member's contribution and performance. He has shown some targets for improvement which are very limited.

**Suggested improvements to progress sample learner work to MB2**

To move to mark band two the learner would need to show a more detailed review of his contribution to the implementation and running of the enterprise activity. He would need to include a range of evidence to justify his findings. He could include evidence from his peers and/or evidence from the customers who took part in the enterprise activity. He would also need to show a comparison of the outcomes of the activity to the activity objectives in a reasoned way. His targets for improvement would need to be relevant and based on his findings from his own involvement in this enterprise activity.

## MARKING BAND 3 SAMPLE LEARNER WORK

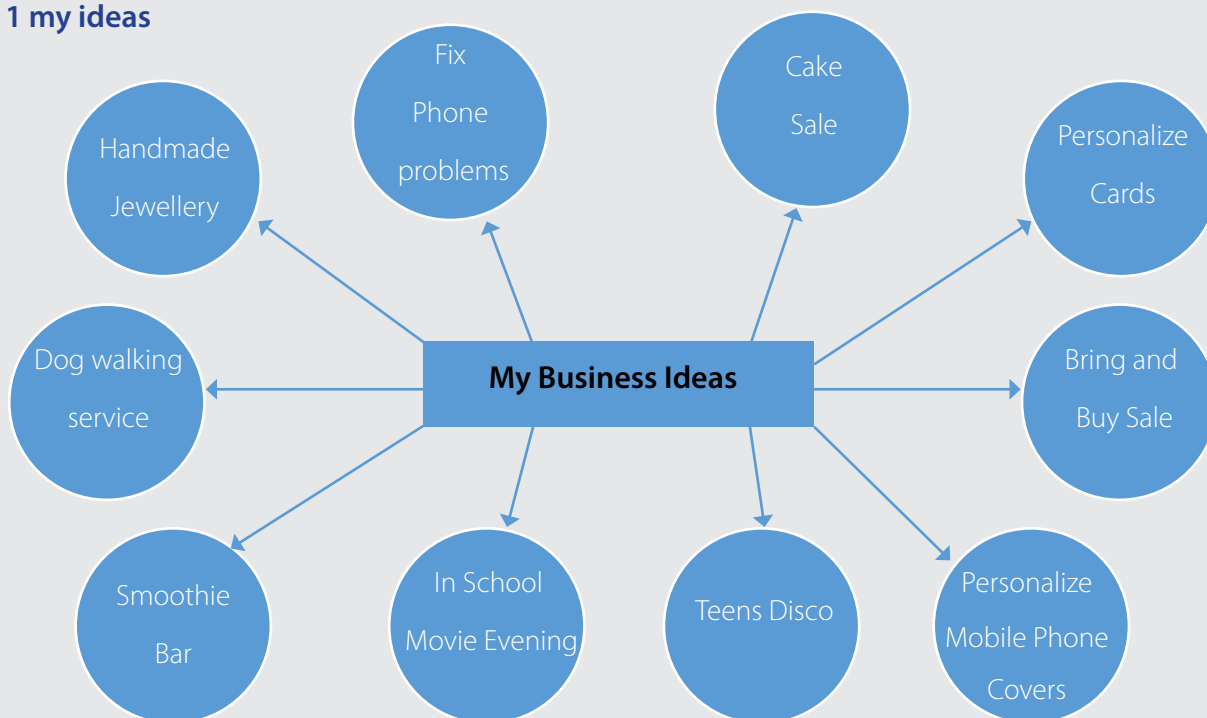
### SAMPLE LEARNER WORK

## R063 SETTING UP AND RUNNING AN ENTERPRISE BY SOPHIA

My name is Sophia and for this unit I am working on creating a business enterprise with the other members of my team who are Jack, Lily and Amy.

For Task 1 I am going to identify some enterprise activities which we could carry out. I am then going to research each and decide which would be best for our team. I am then going to present my ideas to my other team members.

### Task 1 my ideas



### The business ideas I have are

#### 1. To set up a smoothie bar in school

We could sell smoothies to students and teachers. Smoothies are a healthy food so we would be adhering to the healthy food policy in school. We could purchase all the ingredients locally, with no difficulty. We could get permission to set up a stand in the school canteen and make and sell our smoothies there.

#### 2. Make cakes and sell in school

This idea is to make cakes and sell in school. We could sell to the students and teachers; we could make cakes to order, which would be our USP as this is not available at the moment in school. We could get the recipes from the Internet and easily get the ingredients from the supermarket. We could make the cakes at home and bring them into school.

#### 3. Have a dog walking service in the local area

This idea is to provide a dog walking service to people who own dogs in the local area. Some people don't want to go out on a cold evening to walk their dog so we could charge a fee for doing this. This service is not available in the locality at the moment.



## SAMPLE LEARNER WORK

**4. Make personalized cards**

This idea is to make personalized cards. We could get all the supplies required from the high street and take orders for different types of cards. Everyone needs cards for birthdays, St Valentine's Day and other occasions. I think this would be easy because we would not need a lot of equipment. Also most members of our group are good at art so we could use these skills.

**5. Fix phone problems**

This idea is to fix iPhone problems for students and some teachers who have problems with their apps and don't know how to fix them. One member of our group is very good at this type of thing and can fix any phone problem. We could charge a small fee. It might be a problem that the other members of the group would not be able to do the work but we could take the orders and make sure the phones go back to the proper person.

**6. Bring and Buy sale**

This idea is to make money from students who have things they no longer want. We can get them to bring in clothes and things they don't want and we can sell them. We would make money by taking a percentage of the price received for the item. This would be easy to set up as we would only need a space to run our shop. We would not need any investment capital, as we would only pay the giver when we receive the fee for the item. The only possible problem would be that we would not be able to charge a big fee so we might not make much profit.

**7. Make Jewellery and sell in school**

This idea is to make jewellery in school. We could create some designs and take orders for items or we could make items to the buyer's requirements. The only problem with this idea is that there are a lot of nice items of jewellery available to buy on the high street, but with our enterprise we could make the jewellery to order so this is our USP.

**8. Teens Disco in school**

This idea is to have a teen disco in school. The school already have all the equipment we need as they run a disco at Halloween, Christmas and for St. Valentine's Day. We could charge an entrance fee. We would need to discuss the cost of hiring the school premises and equipment to work out our costs. Also we would need to get permission from the headmaster to run a disco, which could be a problem.

**9. In-school movie evening**

For this idea I would run a movie evening in school. We could organize to make one classroom into a cinema by blacking out the windows. We could ask permission to use a classroom projector and we could run a DVD from a computer to show the film. We could do research to find out what film would be most popular to run. Again we would have to ask for permission to use the school premises and equipment and that could pose a problem.

**10 Personalize Mobile Phone Covers**

For this idea we could get students to give us their mobile phone covers and we could personalize them. We could get all the items we require from the high street. We could make designs that students could alter to suit their own preferences. The only problem with this idea is that a lot of students already have personalized mobile phone covers, so we might not get much business and so not make much profit.

## SAMPLE LEARNER WORK

**SWOT ANALYSIS FOR EACH IDEA****Smoothie Bar**

<b>Strengths</b> <p>No other smoothie bar available in school.</p> <p>Could be marketed as healthy food.</p> <p>We can make them easily ourselves and we won't need any help from the teachers or anyone else.</p>	<b>Weaknesses</b> <p>Difficult to find appliances to make smoothies with.</p> <p>We might not be able to return any milk we buy that is not needed. If we buy a lot of milk it might go off, it would be difficult to calculate how much we would need.</p>
<b>Opportunities</b> <p>We could offer deals such as buy one get one half price which would increase our sales.</p>	<b>Threats</b> <p>Other drinks are available to buy in the school canteen such as water and juice so people might not want smoothies. A lot of people don't like smoothies.</p>

**Cake Sale**

<b>Strengths</b> <p>No other cakes available to buy in the school. We can make the cakes at home and bring them in so we won't need any extra resources. Our target population is teenagers who like cake and also the teachers who could have cake with their break between classes. Our cakes can be made to order so we know what is needed.</p>	<b>Weaknesses</b> <p>It would take time to make the cakes that we should be using for homework or coursework. Cake might not be seen as a healthy food for school. Some students might make a mess when eating cake which would annoy the teachers and other staff.</p>
<b>Opportunities</b> <p>We can take orders and give deals such as buy 5 get 1 free, which would increase our sales.</p>	<b>Threats</b> <p>Our cooking skills may not be that good so our cakes may not be that good and then wouldn't sell well.</p>

## SAMPLE LEARNER WORK

**Dog walking Service**

<b>Strengths</b> <p>No other dog walking service is available in the locality.</p>	<b>Weaknesses</b> <p>People might not trust us with their dogs.          Some members of the group may be afraid of dogs and not want to do this activity.</p>
<b>Opportunities</b> <p>We could develop this business into an animal care business where we could do dog grooming and other animal care activities.</p>	<b>Threats</b> <p>It might be dangerous to go up to people and ask them if we can walk their dog. We might not get paid.</p>

**Personalized Cards**

<b>Strengths</b> <p>There are no shops in the area selling personalized cards. Most members of our group are very good at art so we could use these skills to make beautiful cards that would sell well. Students like personalized cards and we can make them to order at a good price which will suit students as they tend not to have much money.</p>	<b>Weaknesses</b> <p>It would take time to make the cards which would take up our free time. If they are not right for the order they cannot be sold to anyone else as they have been personalized, so we could have a lot of waste.</p>
<b>Opportunities</b> <p>If this was successful there are lot of occasions throughout the year that people need cards for so we could repeat this activity for Christmas and Valentine's day and other events throughout the year.</p>	<b>Threats</b> <p>Cheap cards are available on the high street; even though they are not personalized they might be more attractive to our clientele as they might be cheaper. Personalized cards are available on-line.</p>

**Fix Phone Problems**

<b>Strengths</b> <p>Most people have problems with their phones so we could provide a valuable service. One member of our group is very techy so he would be good at this. Most students and teachers have iPhone's so we would have a good market.</p>	<b>Weaknesses</b> <p>Only one of our members would be able to this so he would be doing all the work. Some people might not like a students working on their iPhone.</p>
<b>Opportunities</b>	<b>Threats</b> <p>If the phone wasn't fixed properly it might cost us more to have it repaired in a phone repair shop.</p>



## SAMPLE LEARNER WORK

**Bring and Buy Sale**

<b>Strengths</b> <p>No other similar business in the locality. Most students have items they no longer want so we would be providing a good service. We would not need any stock or products.</p>	<b>Weaknesses</b> <p>We would need to sell a lot to get a good profit as most students have a limited budget.</p>
<b>Opportunities</b> <p>This could be a popular business that we could repeat throughout the year.</p>	<b>Threats</b> <p>Some other group may have the same idea.</p>

**Handmade Jewellery**

<b>Strengths</b> <p>No other handmade jewellery available in school. Most students like jewellery so we would have a good customer base. Most members of our group are good at art so we would be able to make nice items.</p> <p>We could make the jewellery to the customers designs this is our USP.</p>	<b>Weaknesses</b> <p>We would need special equipment to make the jewellery. We would have to give a guarantee with the jewellery that it wouldn't break and we might not be able to stand by that if our group breaks up.</p>
<b>Opportunities</b> <p>We could continue and maybe set up a website and sell the jewellery online.</p>	<b>Threats</b> <p>Some nice jewellery is available to buy on the high street.</p> <p>Some students like to make their own jewellery and also nice jewellery is available on the high street.</p>

**Personalized Phone covers**

<b>Strengths</b> <p>Most students in school own iPhones so we would have a good customer base</p> <p>Most students like personalize phone covers making this a unique idea</p> <p>Most members of our team are very good at art and so could do some nice work on the covers.</p>	<b>Weaknesses</b> <p>Most people already have their phone covers the way they want the so we might not get any business.</p>
<b>Opportunities</b>	<b>Threats</b> <p>Personalized phone covers can be bought online. Some people like to do their own.</p>

## SAMPLE LEARNER WORK

**Teens Disco**

<b>Strengths</b> <p>Good customer base as all students in the school would like a disco</p> <p>Could be held in school so no need to hire premises. School already has some disco lights and equipment.</p> <p>We could make a large profit.</p>	<b>Weaknesses</b> <p>Need permission to hold a disco in school after school hours.</p> <p>Could be hard to manage – could be problems with some student's behaviour.</p>
<b>Opportunities</b> <p>Could be repeated at other times of the year.</p>	<b>Threats</b> <p>Some other group will probably have the same idea.</p>

**In school Movie night**

<b>Strengths</b> <p>Would be easy to set up in a classroom using the projector. We all have DVD's we could use. Would be popular with students.</p>	<b>Weaknesses</b> <p>Could be problems with other student's behaviour.</p>
<b>Opportunities</b>	<b>Threats</b> <p>We would have to get permission from the school to run this type of activity because it is after school hours and using school equipment.</p>

**VIABILITY OF MY IDEAS**

The Ideas I'm **not** going to proceed with and why:

**The smoothie bar****Reason**

I have asked my friends and around generally, and it seems not many people like smoothies, therefore I don't think this would be a viable venture for the group. Also I don't think we would have the proper equipment to make smoothies in school, and if they aren't made properly they won't taste good. Fruit is very expensive and goes off very quickly so it might not work out.

**The dog walking service.****Reason**

I do not want to go ahead with this idea as I think most people in the area who own dogs are happy to walk them themselves. Also it may not be safe to ask strangers to walk their dogs.

## SAMPLE LEARNER WORK

**Fix phone problems****Reason**

We don't have enough students in our group who know enough about phone problem to fix them properly. I don't think this is viable venture for our group as we wouldn't be able to fix all the problems that students and teacher might have with their phones and we could end up making the phone problems a lot worse.

**Make personalized mobile phone covers****Reason**

I don't think this is a viable business idea for our group because most people in school already have their iPhone personalized to their own liking, therefore we would not get much business and would not make a profit on this idea.

**In School Movie Evening and Teen Disco****Reason**

We would not be able to use the school after hours. I have asked my teacher Mrs Smith and she says this is not possible. So I cannot go ahead with either of these ideas.

The Ideas I am going to proceed with are:

- Cake Sale
- Handmade Personalized cards
- Bring and Buy sale
- Handmade Jewellery.

**Idea 1 Cake Sale****Viability of this idea**

My 1st idea is to have a cake sale in school. We could make cakes at home and bring them into school. We can sell them in school so we don't need any special premises to produce and sell our product. We have a ready supply of customers in the form of students and staff of the school. For this product it is easy to get the resources from the supermarket and we can shop around to get the best price and make our product competitive.

**Differentiation of the product**

There are no cakes available to buy in school. To make our product really different we could take orders and make cakes to order, this is our unique selling point.

## SAMPLE LEARNER WORK

**Availability of Resources**

We can use the internet to source recipes and then we can buy all the ingredients in the local supermarket. We will easily be able to get all the ingredients needed. We can make the cakes at home, so we won't need any special equipment.

**Competitiveness**

We have no other competitors as there are no cakes available to purchase in school.

**Break-even**

To work out break even I worked out the cost to make one cake with ingredients bought from the supermarket. Firstly I researched a recipe from:

[http://www.bbc.co.uk/food/recipes/easy\\_chocolate\\_cake\\_31070](http://www.bbc.co.uk/food/recipes/easy_chocolate_cake_31070)

I then went to the supermarket and took a note of the prices. The following shows how I worked out the cost of a chocolate cake:

<b>For 1 Chocolate cake</b>	<b>Size</b>	<b>Unit Price</b>	<b>Cost per cake</b>
225g/8oz plain flour	1kg	£0.73	£0.18
350g/12½oz caster sugar	1kg	£1.48	£0.52
85g/3oz cocoa powder	100gms	£0.91	£0.77
1½ tsp baking powder	100gms	£0.76	£0.11
1½ tsp bicarbonate of soda	100gms	£2.60	£0.04
2 free-range eggs	1	£0.17	£0.34
250ml/9floz milk	1 litre	£0.44	£0.11
125ml/4½floz vegetable oil	100mls	£0.13	£0.16
2 tsp vanilla extract	10mls	£0.47	£0.47
250ml/9floz boiling water			
<b>For the chocolate icing</b>			
200g/7oz plain chocolate	100gms	£1.00	£2.00
200ml/7fl oz double cream	100mls	£0.29	£0.58
			£5.29

A cake can be divided into 18 slices – therefore a slice is costing us,  $£5.29/18 = 0.293889$  Rounds up to £0.30p per slice. If we sell each slice at £0.80p we would make a profit of £0.50p on each slice and would break even when we sell 6.5 slices so therefore we would make a profit of £9.00 on each cake.



## SAMPLE LEARNER WORK

**Idea 2 Handmade Cards****Description and viability of this idea**

My idea is to make personalized cards, such as birthday cards, get well cards, valentines cards. We could make these to order so each card is made specifically to the requirements of the person ordering it. We have customers in the form of students and staff of the school. We can make the product at home and sell it in school so we don't need to rent premises. We can source the best price for our materials and can buy the materials either locally or online.

**Differentiation of the product**

There are no personalized cards to buy locally. They could be bought online but our service is unique in that if someone wants a personalized card they can give us the order and get it in school.

**Availability of Resources**

We can buy coloured paper and all the other card decorating items from the stationery shop on the high street. We could use the printer in school or our own printers to print them up. All the members of our group are good at art so we could use these skills to make the cards unique.

**Competitiveness**

We have no other competitors in the local area as there are no shops selling personalized cards. Personalized cards can be bought from the Internet so this could be regarded as a competitor.

**Break-even**

We can buy a full card making kit from the local supermarket which costs £14.99. It will make 10 cards. We can use our own skills to personalize these cards. We can sell the cards at £2.50 each and we will break even when we sell 6 cards.

**Idea 3 Bring and Buy Sale****Description and viability of this idea**

My idea is to get students to bring in items they no longer want, we can put a price on them to sell, we take a percentage of the selling price and pay the owner of the item the remainder. This idea is viable due to the fact that we are working as the middle man, we get the products from the customers, then sell them to new customers and we take a percentage of the profit. We don't need to make a product, this is a service business. This idea is only viable if we get a lot of items as we can only charge a percentage and we would need to sell a lot of items to make a profit. We don't need to rent premises and we have a supply of customers.

**Differentiation of the product**

There is no other service like this in the area. It would work well as most students have things they no longer want and this would be an opportunity for them to get some money for them.

**Availability of Resources**

We would only need somewhere to set up our shop, we would need some clothes hangers which we could bring from home, and a table to show other items on. We would need to create some kind of advertising and we could do this ourselves using our own computers and printers.

## SAMPLE LEARNER WORK

**Competitiveness**

There are no shops like this in the local area.

**Break-even**

We only need to create some advertising and we could do this ourselves using our own computers and printers. We could only charge a small percentage of the price of each item so unless we get a lot of items we might not make a big profit.

**Idea 4 Handmade Jewellery****Description and viability of this idea**

My idea is to make jewellery and sell to both students and teachers in school. This idea will work for our enterprise as we are selling a product that we can make ourselves. We don't need to rent premises as we can make the product in school and sell it in school. We have customers in the form of students and staff of the school and we can easily source the items to make the jewellery. This is a viable idea.

**Differentiation of the product**

There is no other service like this in the area. Handmade jewellery is very popular and we could make exactly what would suit our customer.

**Availability of Resources**

We could resource all the material online. All members of our group are very good at art and like making things so we could do all the design and making ourselves. We would not need much space or big equipment to make the jewellery; we would just need small tools and somewhere to work.

**Competitiveness**

There are jewellery shops locally but they do not make handmade items, so there are no products like this available locally.

**Break-even**

I have carried out some research and it would cost around £25.00 to make 10 bracelets. We could sell each bracelet at £5.00 so we would need to sell 5 bracelets to break even. We could make £2.50 profit on each bracelet.

## TASK 2 PRESENTATION OF MY IDEAS TO THE TEAM

### MY BUSINESS IDEAS BY SOPHIA

I HAVE FOUR IDEAS FOR CONSIDERATION

CAKE SALE  
HANDMADE CARDS  
BRING AND BUY SALE  
HANDMADE JEWELLERY

#### Idea 1 Cake Sale

My idea is to have a cake sale in school. We can make cakes at home and bring them into school.

##### **Viability of this idea**

Having completed the research I have discovered that we can make £9.00 profit on each cake we make, all of the ingredients are easy to purchase in any supermarket.

Cake is easy to make

Cake is a very popular product so should sell very well as everyone likes cake.

Cake Sale

## SAMPLE LEARNER WORK

## Idea 2 Handmade Cards

My idea is to make personalized cards, such as birthday cards, get well cards, valentines cards. We could make these to order so each card is made specifically to the requirements of the person ordering it.

### Viability of this product

Most members of our group are very good at art so this is a natural resource we have. Our market base is mostly young people who would buy cards for their friends and family for many occasions including Birthday  
Valentines  
And other events

Having completed the research I have discovered that we can break even when we sell 6 cards from a pack that can make 10 cards.

Handmade  
Cards

## Idea 3 Bring and Buy Sale

My third idea is to get students to bring in items they no longer want, we can put a price on them to sell, we take a percentage of the selling price and pay the owner of the item the remainder.

### Viability of this idea

Most people have items they no longer want and so this would provide an opportunity for them to dispose of them.  
We don't need any starting capital or any major resources.  
We can just take a percentage of the sale price.  
The only costs involved would be advertising. We could easily create flyers or posters, which would cost very little.

Bring  
& Buy

## Idea 4 Handmade Jewellery

My fourth idea is to make jewellery and sell to the students and teachers in school. We could create some designs and take orders for items or we could make items to buyers requirements.

### Viability of this idea

This product is unique in that we can make the jewellery to the customers specifications. We can make designs to work from and then the customers can choose from different designs to make their own unique piece of jewellery.  
We can purchase all the items we need to make the jewellery from the High Street.

Handmade  
Jewellery



## SAMPLE LEARNER WORK

**Questions asked by my team members on my presentation of ideas**

On completion of each team members presentation, we had an open question and answer section. I took notes as this was taking place and these are the questions I was asked and the answers that I gave.

Question	Answer
Jack - Asked if we would need a lot of different things to make the jewellery and if so would it not be very expensive to set up.	Most of the things we could get from the shops, but there are some things we would need to research further.
Jack also asked if I thought the jewellery might be more suitable to girls as he and his friend don't really like jewellery.	I agreed and said that is another point we should consider.
Amy asked about the cake sale, would it be better to buy the cakes already made – she said this was one of her ideas that she would present later.	I said we would discuss this when she had given her presentation.
Lily asked if I thought people would bring in much stuff for the bring and buy sale as she felt that people wouldn't really like this idea.	I said I thought they would but we might need to do further research to make sure we would get enough items to make this profitable.
Amy said she liked the idea of the Handmade cards but wondered if maybe they were a little expensive for our clientele.	I said we could discuss this later if we went ahead with this idea.

## SAMPLE LEARNER WORK

WITNESS STATEMENT			
LEARNER NAME	Sophia Kelby		
ASSESSOR NAME	Mrs Smith		
Date	6/12/2014		
Unit	RO63 – Setting up and running an enterprise		
LO1	Be able to select viable enterprise activities		
ASSESSOR FEEDBACK – please give detail of how learners have met the criteria for the marks awarded. This should be supported with evidence from within the candidate portfolio			
Demonstrates contribution to the selection of an idea for the enterprise activity			
Assessor comments	<p>Sophia gave a very good PowerPoint presentation on 4 ideas – her slide show was quite good but lacked detail. Although Sophia was nervous, she spoke very clearly.</p> <p>Having completed her PowerPoint presentation Sophia took questions from the group and answered the many questions from her team members quite well. Sophia seemed more confident when answering questions than when actually presenting her own ideas.</p> <p>On conclusion of her presentation and the open question section, Sophia made considerable notes and also took notes on the other team member's presentations.</p> <p>The team had a long discussion when deciding on the idea to go ahead with and Sophia made an excellent contribution to this discussion, consulting her notes as the discussion was taking place.</p>		
ASSESSOR SIGNATURE:	Marissa Smith	DATE:	07/12/2014
LEARNER SIGNATURE:	Sophia Kelby	DATE:	07/12/2014

## SAMPLE LEARNER WORK

**Ideas presented by the other members of the group were:**

Jack	Car Wash	This idea is to wash students and teachers cars in the car park for a fee.
	Photographic session	Jack would like to run a proper photograph session in school, Jack is good at photography so he could be the photographer and we could organize the session.
	Tuck Shop	Create a tuck shop in school to sell snacks and treats to students and staff of the school.
Amy :	Cupcake sale	Buy cupcakes in the Supermarket and decorate them and sell to the teachers and pupils in school.
	Make Over session	Sell tickets for a makeover session where the winner would be pampered and made over by Amy.
	Custom T-shirt designing	This idea is to create custom designs on t-shirts to sell to students and staff in school.
Lily	Making Greeting Cards	This idea is to make cards and sell in school. This is similar to one of my ideas.
	Babysitting	Lily thinks it would be good to run a babysitting service for parents in the local area.
	Cake Sale	This idea is like my cake sale and Amy's cake sale except that Lily would like to make cupcakes only and sell these in school to students and staff.

We had a long discussion on which Idea would be best to go ahead with. Straight away we eliminated Jack's Tuck shop idea because our school had a healthy snack policy and we would not be allowed to sell treats and fizzy drinks.

We also very quickly eliminated Lily's babysitting idea because we felt this would not really be suitable to do as a group. We would not be together when the baby sitting would be taking place. Also this would have to be done after school hours so we would need permission from parents etc.

The group also didn't like my Bring and Buy sale ideas as some people thought we wouldn't get enough items to sell. They also suggested it would be difficult to make a good profit from this type of activity without having a specific type of item. Some people thought we should just sell clothes and other people thought we should not include clothes. We also agreed that there may be problems if people bought items and then there was something wrong with them.

The group also eliminated my Handmade Jewellery idea and also Amy's Custom T-shirt design idea because they thought it would be too expensive to buy the proper equipment for both of these ideas and also because they thought nobody would want to buy jewellery we were making and that we could have problems if the jewellery broke. I said I did think of these things when I was doing the SWOT but I thought we could explain to the buyer that there was no guarantee with the items. The group said this would definitely put people off buying it, I had to agree.

**SAMPLE LEARNER WORK**

We also eliminated Jack's photographic session because we felt Jack would have to do all the work and if he wasn't able to come to school on the day of the event we would not be able to run the event at all. Amy's Make over session was also eliminated on the grounds that if Amy wasn't able to make the day of the event we would not be able to do the makeover. Also I said that I thought that boys wouldn't really be interested in this so that would leave us with a very limited market for this idea, everyone agreed.

We quickly discovered that we were left with the Car Wash Idea or one of the Cake Sale ideas. Three members of the group had suggested a Cake Sale in some form so we decided that this would be the best idea for further research.

My Idea was to make cakes to order and sell per slice. Amy's idea was to buy cupcakes in the Supermarket and decorate them and sell to the teachers and pupils in school and Lily's idea was to make cupcakes only and sell these in school to students and staff. We had a long discussion on the pros and cons of each idea and in the end we decided to go with Amy's idea.

**Business Name**

We talked about a business name and after a few suggestions we decided to call ourselves JALS CAKES - which is using the initials of our forenames.

**Job roles**

We decided to allocate job roles to each member of the group – depending on their skills and also so everyone knows what they are required to do and also so that one person is not doing everything.

We had a discussion on the roles and decided that we needed a Manager, Financial Director, a Marketing Officer and a Production Officer.

We had a long discussion on everyone's skills and decided to allocate the jobs to match the skills.

We decided we needed four different job roles and these are the reasons why:

- Firstly we needed an overall Manager and someone to organize the running of the event
- We needed a Financial Director to look after the money and costs
- Also we needed a Marketing manager to do all the marketing
- And we needed someone to oversee the production of our product.

I suggested that I would be a good Manager as I am good at getting people to do things; I am the most organized person in this group. I have experience in managing people as I am a leader in my local youth club. I got this job.

Jack got the job of Marketing manager as he is very good at art and can make posters and leaflets and Lily is our financial director as she is good at maths.

Amy was allocated the job of Production Officer as she is very organized and she will be good at getting the product organized.

We then organized a meeting to take place on Tuesday 15th. At this meeting we will decide how we are going to proceed with the venture.



## SAMPLE LEARNER WORK

**Minutes of Meeting****Date 15th November****In attendance: Amy, Jack, Sophia and Lily****Minutes taken by: Amy**

**To be discussed: Setting Objectives for our venture**  
**Jobs to be done by each member**  
**Business plan section for each member**

**In this meeting we set our business objectives.****Jobs to be completed are:**

- **Sophia is to set out a plan for the jobs each member is to do throughout the venture**
- **Lily is to research the cost and break even for our cup cakes**
- **Jack is to create a poster to advertise our event**
- **Amy is to make a list of everything we need to produce our product.**

**The business plan is to be divided and each member is to complete a part of the plan which is associated with their job role.**

**The plan is divided as follows:**

<b>Section 1 – Business name</b>	<b>Sophia</b>
<b>Section 2 – Owners background</b>	<b>Sophia</b>
<b>Section 3 – Products and services</b>	<b>Sophia</b>
<b>Section 4 – The market</b>	<b>Jack</b>
<b>Section 5 – Market research</b>	<b>Jack</b>
<b>Section 6 – Marketing strategy</b>	<b>Jack</b>
<b>Section 7 – Competition</b>	<b>Amy</b>
<b>Section 8 – Operations and logistics</b>	<b>Amy</b>
<b>Section 9 – Customers and pricing</b>	<b>Lily</b>
<b>Section 10 – Financial</b>	<b>Lily</b>
<b>Section 11 – Backup plan</b>	<b>Amy</b>

**Next Meeting Tuesday 22nd November**

## SAMPLE LEARNER WORK

**Objectives**

We had a discussion on our business objectives and we all set objectives for the enterprise. The following are the objectives I set and the group decided to go with these as they were the most realistic:

1. To make a profit
2. To have no waste of the food we purchase or make
3. To provide a food that is satisfactory to our customer
4. To have all tasks completed on time by each team member.

The objective for this venture is SMART. Our objectives are Specific, we will make a profit on our cupcakes, it is also Measurable as we must have everything ready and make our profit on the day of the venture we can test this. Also our finances can be measured using our budget breakdown. The objective is agreed upon by all members of our group and the objectives are Realistic as we have agreed that we can carry out this event. Also the objectives can be Timed as everything must be ready for the venture date.

I said that our objectives may change and we would need to review them at each meeting we have.

My parts of the business plan are Section 1, 2 and 3 as follows:

**BUSINESS PLAN****Business name**

JALS CAKES

**Owner(s) name**

This is a partnership owned by the following people:

**Jack, Amy, Lily and Sophia**

**Business address and postcode**

**Sample School**

**United Kingdom**

**Business telephone number**

**01456 456456**

**Business email address**

**jalscupcakes@hotmail.com**

**Executive summary****1.1 Business summary**

**1.2** JALS CAKES - is a business set up to sell cupcakes at our annual business class enterprise event. We are a partnership made up of four students: Jack, Amy, Lily and Sophia. Our business name is based on the initial of each member's first name. Any profit we make on this enterprise will be divided equally between each partner. Our aim is to buy cupcakes already made and decorate them and then sell on to our customers at a profit.

## SAMPLE LEARNER WORK

**2.1 Business objectives are**

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1. To make a profit
2. To have no waste of the food we purchase or make
3. To provide a food that is satisfactory to our customer
4. To have all tasks completed on time by each team member.

**2.2 Financial summary**

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Six cupcakes and associated decorating items costs £2.50.

Our aim is to sell each cupcake at 0.80p giving us a profit of £2.30 on a pack of six.

We aim to produce 60 cupcakes in total giving us a profit of £23.00 on this enterprise activity.

**3.1 What are you going to sell?**

- A product ☒
- A service ☐
- Both ☐

**3.2 Describe the basic product/service you are going to sell**

We are going to sell decorated cupcakes. We will sell chocolate, vanilla and Carrot cake cupcakes decorated to our customer's specification or to our own design.

**3.3 Describe the different types of product/service you are going to be selling**

Three different types of cupcake.

## SAMPLE LEARNER WORK

Each member of the group created a Gantt chart so we could keep track of progress – this is a copy of my chart which the group decided to use as it is simple and easy to follow

Gantt chart for running the event							
Task	No Days	15th Nov	22nd Nov	29th Nov	6th Dec	13th Dec	20th Dec
Establish how we are going to allocate the jobs	1 day						
Establish the product cost	3 days						
Establish the selling price	3 days						
Create posters to advertise the business	2 days						
Create flyers to advertise the business	2 days						
Decide how we are going to decorate the stand	1 day						
Purchase the cupcakes and decorating materials	2 days						
Set up the stand	1 day						
Decorate the cupcakes	1 day						
Run the Event	1 day						

As Manager I also created a table so that I keep track of who was assigned each task. As can be seen from this chart most of the tasks have to be completed together.

	Team Members			
	Sophia	Amy	Lily	Jack
Establish the product cost			X	
Establish the selling price			X	
Create posters to advertise the business				X
Create flyers to advertise the business				X
Decide how we are going to decorate the stand	X	X		
Purchase the cupcakes and decorating materials	X		X	
Set up the stand	X	X	X	X
Decorate the cupcakes	X	X	X	X
Run the Event	X	X	X	X
Evaluate	X	X	X	X

## SAMPLE LEARNER WORK

**Minutes of Meeting****Date 22nd November****In attendance:** Amy, Jack, Sophia and Lily**Minutes taken by:** Jack**To be discussed:** The exact details of our product

The cost and the selling price of our product

We had a discussion on the product; Amy had all the details with her. We will buy the cupcakes already made and decorate them. It will cost £2.50 to produce six cupcakes and we can sell these at £0.80p each so we can make a profit of £2.30 on a pack of six.

We are going to get all the products from the local supermarket. We have agreed that we are going to produce 60 cupcakes all decorated. This is 10 packs of 6 per pack.

**Jobs to be completed for the next meeting are:**

- Posters are to be created to advertise the business
- Also we have discussed pre booking orders and we will need order slips.

**Next Meeting Tuesday 29th November**

Our meeting took place on 29th November; Amy had the details for the cupcakes. We discussed the marketing and Jack is going to make the posters. We also decided that we would set up a pre booking service where we could ask pupils and staff which cupcake they would like and we would be able to have them ready. This was suggested by Amy and I think it was a really good idea because it will help us to know how many we will need. Jack was assigned the task of creating the pre booking slips as he is marketing manager.

I have updated my work assignment chart to take into account the extra job that Jack has been given:

	Team Members			
	Sophia	Amy	Lily	Jack
Establish the product cost			X	
Establish the selling price			X	
Create posters to advertise the business				X
Create flyers to advertise the business				X
Decide how we are going to decorate the stand	X	X		
Purchase the cupcakes and decorating materials	X		X	
Distribute and collect the pre booking slips				X
Set up the stand	X	X	X	X
Decorate the cupcakes	X	X	X	X
Run the Event	X	X	X	X
Evaluate	X	X	X	X



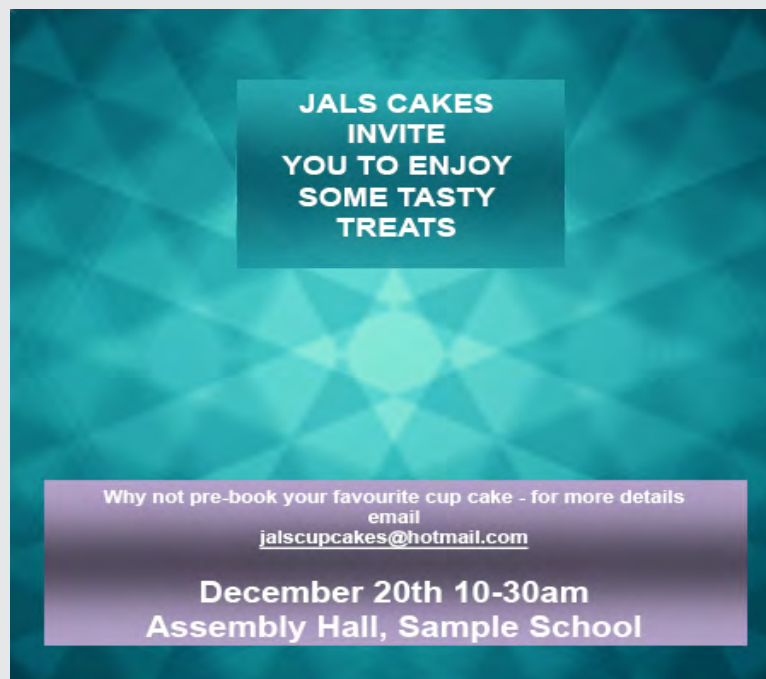
## SAMPLE LEARNER WORK

**Minutes of Meeting****Date 29th November****In attendance:** Amy, Sophia and Lily**Apologies e-mail in by Jack who is sick and cannot attend****Minutes taken by:** Lily**To be discussed:** Marketing strategy**Jack sent in an e-mail to say he is in hospital and will not be back to school until after Christmas.**

**At this meeting we discussed how we will proceed and get the event completed without one member of our team. Sophia (as manager and in agreement with the rest of the team) decided to divide the work between us. We decided that Sophia would make the poster Amy would make the flyer and Lily the pre booking slips.**

**Next Meeting Tuesday 13th December**

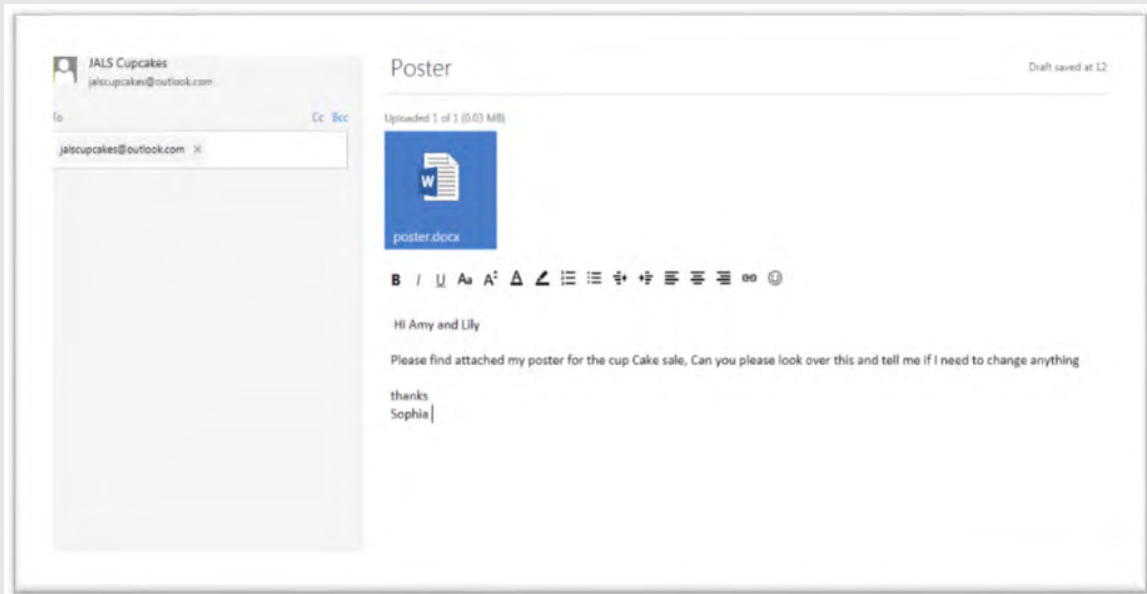
During our meeting on 29th November it was discovered that Jack will not be back to school before Christmas, so he will miss the event. I had to reallocate his jobs between us. This will not affect the project plan dates as we hope to get all Jack's jobs completed for the dates they were originally set.

**My job was to create the poster as below:**

I set up an e-mail account so we could e-mail each other and we would have a record of all correspondence through email.

## SAMPLE LEARNER WORK

I emailed Amy and Lily to get their opinion on my Poster and they were both happy enough with it.

**Minutes of Meeting**

**Date 13th December**

**In attendance:** Sophia and Lily

**Minutes taken by:** Sophia

**To be discussed**

**How all tasks are progressing plans for running the enterprise**

**Amy was absent from the meeting and we had not heard from her.**

**I (Sophia) decided to ring Amy as we needed to know if she was going to be back to discuss how we are going to decorate the stand. She said she would be back in school in a couple of days so we could just delay the meeting to discuss the decorating of the cake stand.**

**Next Meeting Friday 16th December**

As Amy was not present for the meeting we had to postpone until 16th December.

## SAMPLE LEARNER WORK

I have updated the Gantt chart to show this change. I also included distribution of the pre booking slips which will have to take place the day before the event.

Gantt chart for running the Event									
Task	No Days	15th Nov	22nd Nov	29th Nov	6th Dec	13th Dec	16th Dec	19th Dec	20th Dec
Establish how we are going to allocate the jobs	1 day								
Establish the product cost	3 days								
Establish the selling price	3 days								
Create posters to advertise the business	2 days								
Create flyers to advertise the business	2 days								
Decide how we are going to decorate the stand	1 day								
Purchase the cupcakes and decorating materials	2 days								
Distribute the order slips	1 day								
Set up the stand	1 day								
Decorate the cupcakes	1 day								
Run the Event	1 day								

**Minutes of Meeting****Date 16th December****In attendance:** Sophia Amy and Lily**Minutes taken by:** Lily**To be discussed****How all tasks are progressing****Plans for running the enterprise**

We decided that we would borrow some table cloths from Ms Smith's office and we could set up our stand in the assembly hall. We would just need some trays we can borrow from the canteen. Sophie and Lily will get all the materials ready in the morning and all members of the team will work on the decorating of the cupcakes. Amy will have the pre booked orders sorted. All three members of the team will help run the event.

## SAMPLE LEARNER WORK

## TASK 4 RUNNING THE EVENT

On the morning of the event we had everything ready. Myself and Lily set up the stand while Amy sorted the pre booked orders. To set up the stand we had to get a table from the store and we had a cloth we borrowed from Ms Smith. I went and got the plates and trays from the canteen. We had orders for 20 cupcakes, Amy got a bit confused so I helped her sort them out. We started decorating the cupcakes, we all helped with this task but Lily was really best at it. We worked well as a team even though we had some distraction as other groups were setting up their stalls and Lily kept going off to check what they were doing. I had to ask her to stay and get her work done as we were coming close to the start time for our sale and her cupcakes were the most attractive so I really wanted her to get on with it. At first she said I was just being bossy but I reminded her that I was the manager and that we all needed to get on with our tasks.

We had the pre booked orders ready half an hour before start time and we also had 20 cupcakes decorated and ready. I (As manager) decided that Lily and Amy would sell the cakes and I would take the money and keep track of how we were progressing.

The event started and very quickly we had sold most of our stock. We had a small problem where one customer complained that his cup cake was not good, he complained to Lily and she came to me, I didn't really want to get involved so I told her to sort it out.

After a little while, I noticed that we had a lot of one type of cupcake left, it was a carrot cake one and it didn't seem to be selling very well. In order to meet our business objectives I was aware that we needed to make a profit and also that we didn't want any waste so I suggested we reduce the price of the carrot cupcake to £0.50p in order to get them sold. Lily was not happy about this as she said she was financial director and should be making any decisions about finance. I said ok and she suggested we sell them at £0.60p so we agreed on that. The complaining customer noticed that we had reduced the price of this cupcake and he came back again to complain and he wanted his money back. Again Amy came to me but I said we don't give refunds and that she should sort it out. We were running out of most of our other cupcakes so I decided to get Lily to decorate the remainder of our cupcakes. For the last half hour of our event Lily was decorating the cupcakes, Amy was organizing them into napkins when someone placed an order and I took the money. I think we really worked very well as a team.

Coming towards the end of the event, I noticed we had just 20 minutes left and we had quite a few cupcakes left so I suggested we go out and tell people what we were selling and try and get some customers to come in. I asked Amy and Lily to do this as I wanted to stay at the stall, Amy said I should go but I said I was manager and it was my decision, Amy went.

We sold all our stock; we had some decorating items left over so we donated them to the canteen. When everything was over Lily went off to talk to her friend on one of the other stands and Amy went to give the left over decorating items to the canteen staff. I was left to tidy up the rest of the stand. I think Lily should have stayed to help but I just got on with it. In total we sold 60 cupcakes which gave us a profit of £19.40 as calculated on Excel spreadsheet.

JALS Cakes		
Type	Number Sold	Cost Price
Chocolate	24@0.80	£19.20
Vanilla	18@0.80	£14.40
Carrot Cake	6@0.80	£4.80
	12@0.50	£6.00
	Sales	£44.40
	Cost	£25.00
	Profit	£19.40

## SAMPLE LEARNER WORK

## TASK 5 REVIEW OF THE ACTIVITY

I think our enterprise activity went very well. I think we met all the objective we had set out. Our first objective was to make a profit and we made £19.40.

Our second objective was to have no waste and we met this objective because we sold all our stock and also we donated the decorating items we had left over to the canteen.

Regarding Objective number 3 which was to provide a food that was satisfactory to our customers, I have used a questionnaire to establish if we met this objective.

These are the results of the questionnaire completed in an Excel Spreadsheet:

								Buy Again	
Type	No Sold	Excellent	Percentage	Satisfactory	Percentage	Poor	Percentage	Yes	No
Chocolate	24	24	100%		0%		0%	24	0
Vanilla	18	4	22%	12	67%	2	11%	14	4
Carrot Cake	18	0		6	33%	12	67%	10	8
	60							48	12
								80%	20%

All those who purchased the Chocolate cupcakes found the product excellent, for those who purchased the vanilla cupcakes 22% found the taste excellent and 67% satisfactory and for the least favourite cupcake which was the carrot cake 67% who purchased this found it to be poor. Overall 80% all of those who purchased our cupcakes said they would buy them again. I think this shows that we have met this objective. And from these figures we have learned that we shouldn't sell carrot cake again.

Our last objective was to have all tasks completed on time, and even though we lost one member of our team and one other member of our team missed a meeting we did have all our tasks completed on time.

### Improvement

I would suggest the following improvements

1. Use the pre-order for most if not all of our sales. If we get most of our customers to pre order their choice of cupcake we would be able to have ready the exact number of cupcakes we need. This could be SMART – specific – they make their choice – Measurable – we know now many – Achievable – we would know how many of which type which would easily be achievable, Realistic – this is a realistic option and Timed – we would have them ready for the day of the event.
2. I also suggest that we could distribute the pre-order slips two days before the event in order to have the stock we need.
3. Don't sell any carrot cake as this is not a popular choice as can be seen from the questionnaire results.



## SAMPLE LEARNER WORK

**My own performance****The Idea Selection**

I think I did very well with this as I came up with a lot of ideas and then eliminated some on the ground that they wouldn't suit our enterprise. I could have possibly made a better PowerPoint presentation and put more detail in it, as although I knew what I wanted I don't think this came across very well. I didn't really like giving the presentation; I would have preferred just to have a discussion together. I could improve my presentation skills – this is something I have learned from this experience.

Job roles I think we did very well with the allocation of jobs. The job roles for each member of our team really suited. My job role of manager suited me and I think I did a good job overall. When things went wrong I took control and sorted it out. Also when we were running the event I keep an eye on everything that was happening and made sure everything went to plan. I created an e-mail address for the business so that we could communicate and send documents such as minutes and any other documents to each other. I created many business documents when we were planning the event. I created a PowerPoint, I wrote up the minutes and I created a poster. I also completed my sections of the business plan.

My contribution to the planning process was good, I attended all our meetings and completed any jobs I was allocated. We all made our own Gantt chart and mine was chosen by the group as it was the easiest to follow. I had a good contribution to the implementation of our activity as I took control and made sure things got completed on time. Especially when Jack dropped out I made sure that his jobs were reallocated and that they were all completed on time. I used appropriate communication methods such as phone, e-mail and written communication when necessary.

I had a very big part in running the enterprise activity. I helped organize the stall and get the products ready and set them out. I helped the other members of the group and keep control when Lily was distracted from her job. I made sure we got all our products sold and I made sure we always had enough cupcakes ready for our customers. I suggested we reduce the price of the carrot cupcake that wasn't selling so well and this helped get all our stock sold.

Overall I did my best and I was surprised to see the others reviews on my performance, I still think I did my best and I was a good manager. I don't think I should have to deal with complaining customers as this is not the manager's job, I think the others are just being mean and want to find fault with me.

**My review of my team member's performance**

Amy – I think Amy did work very well, she helped with most items but she left at the end and didn't help with tidying up other than that she performed very well.

Lily – I think Lily could have done more, she went off during the running of the event and also she didn't like it when I suggested changing the price of the cupcakes to get a better profit. I think she didn't really perform very well overall.

Jack – dropped out very early on when we were planning the event. I know he was in hospital but overall I think his contribution was very poor.

**SAMPLE LEARNER WORK**

The following shows Amy and Lily's review of my performance – Jack did not complete a review as he is not yet back in school.

**Lily's review**

Amy – I think Amy did very well in all her activities; she took minutes of the meetings and emailed them to us. She carried out all her tasks that Sophia asked her to do without complaining.

Sophia – I think Sophia was a good manager; she kept us all working and kept control on what we had to do. She did not like dealing with the customers so she stayed in the back. Overall she was a good manager but she could have done more with the customers.

Jack – Jack only did some of the first tasks so overall he did his jobs well.

**Amy's review**

Jack was absent so I cannot really review his performance as he did very little.

Lily did great, she worked out all the costs and did very well at getting everything organized and worked very hard at the event. I think overall she did the most work of all the team members.

Sophia was the manager and did this role well. She is very bossy by nature so this role suited her, I think she should have dealt better with the complaining customer, she really did nothing and I think this was wrong for the manager. Also she made me go and coax people to come in and buy our products, I think she should have led by example and gone out with Lily as I asked her to. She just wanted to give orders and not talk to people much.

**Learning Objective 1 – Be able to select viable enterprise activities****Marking commentary on MB3 sample learner work**

The learner has come up with 10 original business ideas. She has given a description of each idea and has also shown the strengths, weaknesses, opportunities and threats for each of these ideas. The learner has shown understanding of the factors that might influence the viability of an enterprise and taken these into account when she has broken down her ideas into those she feels are viable for the enterprise activity and those she feels should be eliminated. She has given good reasons for her choices. She has given a very thorough explanation of the implications for running her final four chosen enterprise activities. She has also presented her ideas to the rest of the group and has taken part in a discussion on the selection of the idea and how the group should proceed with the enterprise activity.

**Why it was awarded MB3 not MB2**

This learner was awarded MB3 as she has shown a thorough understanding of the factors to be considered when selecting a viable enterprise activity. She has carried out a thorough SWOT analysis on all of her ideas and has used excellent rationale when making a choice on the ideas to be eliminated and those to put forward for consideration by the group. While the learner has made an effective contribution to the selection of the final idea, her presentation could have been stronger, as evidenced by the witness statement and from her PowerPoint slides. A stronger presentation would have brought this learner to top mark band three.

**Learning Objective 2 – Be able to plan enterprise activities****Marking commentary on MB3 sample learner work**

The learner has made a highly effective contribution to the business planning process. She has completed three sections of the Business Plan and has made a considerable contribution to setting the business objectives for this enterprise. She has considered SMART objectives and also considered the fact that the objectives may change over the lifetime of the enterprise.

**Why it was awarded MB3 not MB2**

This section has been awarded MB3 as the learner has shown a thorough knowledge of the elements to be considered when planning an enterprise activity. She has shown a sound understanding of the purpose of business objectives and has completed three sections of the business plan. She has included some good information on her sections of the business plan and more detail on these would have brought this learner to top mark band three.

**Learning Objective 3 – Be able to implement enterprise activity plans****Marking commentary on MB3 sample learner work**

The learner has shown considerable contribution to both the organization and running of the enterprise activity. She has created a variety of business documents and has made a considerable contribution to the running of the meetings. She has shown support to others when it was discovered that one member of the team was not going to be present for the remainder of the activity, she stepped up to the mark and took control making a distribution of that members tasks. She has created a variety of business documents in the form of a PowerPoint Presentation, Gantt chart, work breakdown chart and minutes. She has set up an e-mail address for the business and has used this. She has shown evidence of the use of all modes of communication, written, verbal and remote appropriately. She has produced a very good project plan and has adjusted this as necessary.

**Why it was awarded MB3 not MB2**

The learner has met the requirements of this learning objective to MB3 as she has shown a highly effective contribution to the planning and implementation of the enterprise activity. She has, for the most part, produced excellent business documents. She has used written verbal and remote communication methods and has shown an understanding of when each is appropriate. A more detailed project plan would have brought this learner to top mark band three.

**Learning Objective 4 – Be able to contribute to the running of enterprise activities****Marking commentary on MB3 sample learner work**

The learner has taken on her role as Manager and maintained her managerial capacity throughout both the setting up and the running of the enterprise activity. She has collaborated with the other members of the team and made sure that all members were completing their roles appropriately. On one occasion she had to discipline one member of the team for being distracted and not getting on with her allocated task and she dealt with this professionally. The learner also monitored the progress of the activity against the business objectives and suggested changes when necessary in order to best meet the objectives. She has collaborated with others when necessary but has also worked independently. She has monitored the progress of the sale and made suitable suggestions for change when necessary. She has performed her managerial role effectively but has not communicated well with the customers and has not helped resolve the customer issue that arose during the running of the event.

**Why it was awarded MB3 not MB2**

This learner has shown an excellent understanding of how to run the enterprise in order to meet the business objectives. She has shown ability to work independently and also ability to work effectively and efficiently with others. She has monitored the progress of the activity and suggested appropriate action when required. She was made aware of a problem with a customer but did not deal with this in an appropriate manner for a manager and later in the review she has suggested that this is not a role of a manager. Had she dealt with this incident in a more proactive way and assisted her team members showing a comprehensive understanding of the issue involved she could have reached the higher mark in MB3.

## Learning Objective 5 – Be able to review the success of enterprise activities

### Marking commentary on MB3 sample learner work

The learner has given a detailed review of the implementation and running of the activity. She has detailed her own input from the initial idea selection to the running of the event. She has given details of the planning involved and of the various business documents and communications used throughout the planning stages. She has shown how the objectives have been met and she has included details of the profit analysis and the findings of her questionnaire to justify the success of the event. She has demonstrated an understanding of how meeting the objectives are dependent on the outcome of the enterprise activity. She has also included feedback from each member of the team on each team member's performance throughout the activity. She has also made suggestions for improvements based on the outcomes of the event and using SMART principles.

### Why it was awarded MB3 not MB2

This learner has been awarded MB3 as she has given a very comprehensive review of each stage of the enterprise activity including the implementation, running and the outcome of the activity. She has included a range of evidence to justify her findings including feedback from customers, feedback from her peers and details of how the objectives have been met. She has detailed three suggestions for improvement which are based on the outcome of the event and she has shown an understanding of the use of SMART principles when creating these suggestions. She has detailed her own performance in a considered way. Had she taken into account the feedback from her peers when reviewing her performance and taken this as constructive criticism she could have reached the higher grade of MB3.



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