



Oxford Cambridge and RSA

This checklist is to be used by candidates to ensure that all relevant evidence is submitted when making a claim, it should not be used as a substitute for the set assignment tasks. This checklist directly reflects the task and marking criteria, and has been summarised here.

In my coursework I have included:

Task 1: Identify the customer profile for a business challenge product

- ☐ Explanation, including benefits, of market segmentation techniques for a business
- ☐ Description of my customer profile which links to the requirements of the business challenge

Task 2: Complete market research to aid decisions

- ☐ Description, using examples of different methods, of the importance of market research
- ☐ Explanation of my market research tools with advantages and disadvantages of my market research tools
- ☐ Explanation of my sampling methods
- ☐ At least two market research tools created by me
- ☐ Analysis and presentation of market research results

Task 3: Produce a design for a business challenge

- ☐ At least two product designs
- ☐ Explanation of strengths and weaknesses of my designs linked to my customer profile
- ☐ Labelled draft of my selected design linked to my market research outcomes
- ☐ My design only uses allowable materials from the scenario for the business challenge

Task 4: Develop a proposal for a business challenge

- ☐ Self-assessment of my product design
- ☐ Summary of main findings from feedback relating to my design
- ☐ Modifications to my design following the feedback, with description of alterations
- ☐ Explanation for choosing my final design

Task 5: Be able to review whether a business proposal is viable

- ☐ Identification of monthly fixed costs for the business
- ☐ Sales prediction for the first month
- ☐ Calculation of total variable costs per unit
- ☐ My pricing strategy giving reasons why I selected it
- ☐ My selling price giving reasons why I decided on it
- ☐ Prediction of total costs for the first month
- ☐ Prediction of total profit for the first month
- ☐ Calculation of break-even point, describing the results of my break-even analysis, analysing the impact of a change in price
- ☐ Assessment of the risks involved with producing my new design
- ☐ Evaluation of financial viability of my new design