



Oxford Cambridge and RSA

# Cambridge National in Enterprise and Marketing

**OCR J819 Unit R065**

**Level 1/2 Cambridge National Certificate in Enterprise and Marketing**

**Unit Recording Sheet**

Please read the instructions printed at the end of this form. <b>One</b> of these Unit Recording Sheets should be completed for every candidate during internal assessment.										
<b>Unit Title</b>	<b>Design a business proposal</b>				<b>Unit Code</b>	<b>R065</b>	<b>Session</b>	Jan / June	<b>Year</b>	<b>2 0</b>
<b>Centre Name</b>							<b>Centre Number</b>			
<b>Candidate Name</b>							<b>Candidate Number</b>			
<b>Please tick to indicate which assignment you have used</b>		Progress Ahead (2020 version)		If Progress Ahead (legacy version) has been used please use previous URS		Perfecta Pizza				
<b>Total Mark</b>										
Criteria						Teacher Comments		Mark	Page No.	
<b>LO1: Be able to identify the customer profile for a business challenge 20% (12 marks)</b>										
<b>MB1: 1 - 2 marks</b>		<b>MB2: 3 - 4 marks</b>		<b>MB3: 5 - 6 marks</b>						
Provides a <b>limited</b> explanation of market segmentation, including a <b>few</b> segmentation techniques and demonstrating a <b>basic understanding</b> of the benefits to a business.  [1 2]		Provides a <b>clear</b> explanation of market segmentation, including <b>some</b> segmentation techniques and demonstrating a <b>reasoned understanding</b> of the benefits to a business.  [3 4]		Provides a <b>comprehensive</b> explanation of market segmentation, including a <b>full range</b> of segmentation techniques and demonstrating a <b>thorough understanding</b> of the benefits to a business.  [5 6]				/6		
<b>MB1: 1 - 2 marks</b>		<b>MB2: 3 - 4 marks</b>		<b>MB3: 5 - 6 marks</b>						
<b>Describes limited</b> features of a specific customer profile using market segmentation and <b>partly</b> applies this knowledge to the requirements of the business challenge.  [1 2]		<b>Describes some</b> features of a specific customer profile using market segmentation and <b>mostly accurately</b> applies this knowledge to the requirements of the business challenge.  [3 4]		<b>Describes in detail</b> the features of a specific customer profile using market segmentation and <b>accurately</b> applies this knowledge to the requirements of the business challenge.  [5 6]				/6		

Criteria			Teacher Comments	Mark	Page No.
<b>LO2: Be able to complete market research to aid decisions relating to a business challenge 30% (18 marks)</b>					
<b>MB1: 1 - 2 marks</b>	<b>MB2: 3 - 4 marks</b>	<b>MB3: 5 - 6 marks</b>			
<p><b>Outlines with limited understanding</b> the importance of market research. The description includes a <b>limited range</b> of research methods.</p> <p><b>Briefly explains</b> the market research tools used and <b>states</b> the advantages <b>and/or</b> disadvantages of each selected market research tool.</p> <p>A <b>basic description</b> of the sampling methods is provided, evidencing a <b>limited</b> understanding.</p> <p style="text-align: right;">[1 2]</p>	<p><b>Describes and demonstrates a good</b> understanding of the importance of market research. The description includes a <b>range</b> of research methods.</p> <p><b>Explains</b> the market research tools used with <b>relevant descriptions</b> of the advantages <b>and</b> disadvantages of each selected market research tool.</p> <p>The sampling methods are <b>explained</b>, evidencing a <b>sound</b> understanding.</p> <p style="text-align: right;">[3 4]</p>	<p><b>Describes and demonstrates a thorough</b> understanding of the importance of market research. The description includes a <b>wide range</b> of research methods.</p> <p>Provides a <b>detailed explanation</b> of the market research tools used with the advantages <b>and</b> disadvantages of each selected market research tool.</p> <p>The sampling methods are <b>comprehensively explained</b>, evidencing a <b>thorough</b> understanding.</p> <p style="text-align: right;">[5 6]</p>		/6	
<b>MB1: 1 - 4 marks</b>	<b>MB2: 5 - 8 marks</b>	<b>MB3: 9 - 12 marks</b>			
<p>Creates market research tools with <b>limited effectiveness</b>, resulting in completed research outcomes with <b>basic relevance</b> to the objectives.</p> <p><b>Partly reviews</b> the results to inform decision-making.</p> <p>Collates the results using <b>basic</b> methods to <b>briefly</b> present some outcomes.</p> <p style="text-align: right;">[1 2 3 4]</p>	<p>Creates <b>mostly appropriate</b> market research tools, resulting in completed research outcomes with <b>clear relevance</b> to the objectives.</p> <p><b>Effectively reviews</b> the results to inform decision-making.</p> <p>Collates the results using <b>mostly effective</b> methods to present a <b>sound</b> summary of the outcomes.</p> <p style="text-align: right;">[5 6 7 8]</p>	<p>Creates <b>comprehensive, accurate and fully appropriate</b> market research tools resulting in completed research outcomes that are <b>effective</b> and <b>wholly relevant</b> to the objectives.</p> <p><b>Thoroughly analyses</b> results to inform decision-making.</p> <p>Collates the results using <b>effective methods</b> in order to <b>comprehensively</b> present the outcomes.</p> <p style="text-align: right;">[9 10 11 12]</p>		/12	

Criteria			Teacher Comments	Mark	Page No.
<b>LO3: Be able to develop a design proposal for a business challenge 20% (12 marks)</b>					
<b>MB1: 1 - 2 marks</b>	<b>MB2: 3 - 4 marks</b>	<b>MB3: 5 - 6 marks</b>			
<p>Generates product design ideas using creative techniques and <b>briefly identifies</b> the strengths and weaknesses of each, with <b>basic links</b> to the customer profile identified.</p> <p>Drafts a <b>basic</b> design for a proposal with <b>limited reference</b> to market research outcomes, <b>identifying</b> how the market research was used to draft the design.</p> <p style="text-align: right;">[1 2]</p>	<p>Generates product design ideas using creative techniques and <b>explains</b> the strengths and weaknesses of each, with <b>some links</b> to the customer profile identified.</p> <p>Drafts an <b>appropriate</b> design for a proposal <b>partly relating</b> it to market research outcomes, <b>describing</b> how the market research was used to draft the design.</p> <p style="text-align: right;">[3 4]</p>	<p>Generates product design ideas using creative techniques and <b>fully explains</b> the strengths and weaknesses of each, <b>clearly linking</b> these to the customer profile identified.</p> <p>Drafts a <b>wholly appropriate</b> design for a proposal <b>fully relating</b> it to market research outcomes, <b>describing in detail</b> how the market research was used to draft the design.</p> <p style="text-align: right;">[5 6]</p>		/6	
<b>MB1: 1 - 2 marks</b>	<b>MB2: 3 - 4 marks</b>	<b>MB3: 5 - 6 marks</b>			
<p>A <b>basic</b> self-assessment is produced and feedback from others is <b>briefly</b> summarised.</p> <p>Modifications to the design are carried out, which are <b>partly outlined</b>.</p> <p><b>Limited reasons</b> for choosing the final design are provided.</p> <p style="text-align: right;">[1 2]</p>	<p>A <b>sound</b> self-assessment is produced and feedback from others is <b>mostly</b> summarised.</p> <p><b>Appropriate</b> modifications to the design are carried out, which are <b>described</b>.</p> <p>The reasons for choosing the final design are <b>clearly explained</b>.</p> <p style="text-align: right;">[3 4]</p>	<p>A <b>thorough</b> self-assessment is produced and feedback from others is <b>effectively</b> summarised.</p> <p><b>Appropriate</b> modifications to the design are carried out, which are <b>fully described</b>.</p> <p>The reasons for choosing the final design are <b>fully explained</b>.</p> <p style="text-align: right;">[5 6]</p>		/6	

Criteria			Teacher Comments	Mark	Page No.
<b>LO4: Be able to review whether a business proposal is viable 30% (18 marks)</b>					
<b>MB1: 1 - 3 marks</b>	<b>MB2: 4 - 6 marks</b>	<b>MB3: 7 - 9 marks</b>			
<p>Identifies the fixed and <b>some</b> variable costs relating to their chosen product design and <b>applies the information identified</b> to complete variable cost calculations for their product design, <b>with limited accuracy</b>.</p> <p>Selects a pricing strategy for their product design with <b>little relevance</b> to their identified customer profile and proposes a selling price per unit that evidences <b>limited consideration</b>.</p> <p>Predicts a number of units for sale in the first month that evidences <b>basic reasoning</b> and calculates the predicted total costs for the first month and predicted total profit for the first month, <b>with limited accuracy</b>.</p> <p style="text-align: right;">[1 2 3]</p>	<p>Identifies the fixed and <b>most relevant</b> variable costs relating to their chosen product design and <b>applies the information identified</b> to complete <b>accurate</b> variable cost calculations for their product design.</p> <p>Selects a pricing strategy that is <b>mostly appropriate</b> for their product design and identified customer profile and proposes a <b>partly reasoned</b> selling price per unit.</p> <p>Predicts a <b>partly reasoned</b> number of units for sale in the first month and <b>mostly accurately calculates</b> predicted total costs for the first month and predicted total profit for the first month.</p> <p style="text-align: right;">[4 5 6]</p>	<p>Identifies the fixed and <b>all relevant</b> variable costs relating to their chosen product design and applies these to <b>accurately calculate</b> the <b>total</b> variable costs per unit for their product design.</p> <p>Selects a pricing strategy that is <b>wholly appropriate</b> for their product design and identified customer profile and proposes a <b>thoroughly reasoned and appropriate</b> selling price per unit.</p> <p>Predicts a <b>thoroughly reasoned</b> number of units for sale in the first month and <b>accurately calculates</b> predicted total costs for the first month and predicted total profit for the first month.</p> <p style="text-align: right;">[7 8 9]</p>			
				/9	

MB1: 1 - 3 marks		MB2: 4 - 6 marks		MB3: 7 - 9 marks			
<p>Demonstrates a <b>basic</b> understanding of break-even. Applies the break-even formula in order to calculate the break-even point for their business proposal with <b>limited accuracy</b>.</p> <p><b>Identifies</b> the results of the break-even analysis in the context of their business proposal.</p> <p>Provides a <b>basic outline</b> of the impact of a change in price on the break-even point for their business proposal.</p> <p>Demonstrates a <b>limited understanding</b> of the risk factors involved with producing a new product.</p> <p>The financial viability of their business proposal is assessed with <b>limited accuracy and detail</b>.</p>		<p>Demonstrates a <b>sound</b> understanding of break-even. <b>Accurately</b> applies the break-even formula in order to calculate the break-even point for their business proposal.</p> <p><b>Describes</b> the results of the break-even analysis in the context of their business proposal.</p> <p><b>Describes</b> the impact a change in price would have on the break-even point for their business proposal.</p> <p>Demonstrates a <b>reasoned understanding</b> of the risk factors involved with producing a new product.</p> <p><b>Partly evaluates</b> the financial viability of their business proposal.</p>		<p>Demonstrates a <b>thorough understanding</b> of break-even. <b>Accurately</b> applies the break-even formula in order to calculate the break-even point for their business proposal.</p> <p><b>Comprehensively describes</b> the results of the break-even analysis in the context of their business proposal.</p> <p><b>Comprehensively describes</b> the impact a change in price would have on the break-even point for their business proposal.</p> <p>Demonstrates an <b>extensive understanding</b> of the risk factors involved with producing a new product.</p> <p><b>Fully evaluates</b> the financial viability of their business proposal.</p>			
[1 2 3]		[4 5 6]		[7 8 9]			/9
<b>Total</b>						<b>/60</b>	
If this is a re-sit, please tick		Series and Year of previous submission		Jan/June			Please tick to indicate this work has been standardised internally

Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website ([www.ocr.org.uk](http://www.ocr.org.uk)).

### Guidance on Completion of this Form

- 1 **One** sheet should be used for every candidate.
- 2 Please ensure that the appropriate boxes at the top of the form are completed.
- 3 Please enter *specific* page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
- 4 Circle/highlight the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
- 5 Add the marks for the strands together to give a total out of 60. Enter this total in the relevant boxes.