**OCR-set Assignment**

**Sample Assessment Material**

OCR Level 1/Level 2 Cambridge National in Enterprise and Marketing Sample Set Assignment

Unit R068: Design a business proposal

This is a sample OCR-set assignment which should only be used for practice. This assignment**must not**be used for live assessment of students.

The live assignments will be available on our secure website, ‘Teach Cambridge'.

**The OCR administrative codes associated with this unit are:**

* unit entry code R068
* certification code J837

**The regulated qualification number associated with this unit is:**

603/7093/2

##### Duration: Approximately 10 – 14 hours

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# **Information for Teachers using this Assignment**

You **must**:

* Make sure you are familiar with the Assessment Guidance relating to the tasks. This is with the unit content in Section 4 of the [Specification](https://www.ocr.org.uk/Images/610949-specification-cambridge-nationals-enterprise-and-marketing-j837.pdf).
* Make sure that you have read and understood **all** the rules and guidance provided in Section 6 of the [Specification](https://www.ocr.org.uk/Images/610949-specification-cambridge-nationals-enterprise-and-marketing-j837.pdf) **before** your students complete and you assess the set assignments.
* Make sure that completion and assessment fully adhere to the rules and guidance provided in Section 6 of the [Specification.](https://www.ocr.org.uk/Images/610949-specification-cambridge-nationals-enterprise-and-marketing-j837.pdf)
* Provide students with the Enterprise and Marketing [Student guide to NEA assignments](https://ocr.org.uk/Images/620500-student-guide-to-nea-assignments.pdf) before they start the assignment.
* Allow students approximately 10 - 14 guided learning hours (GLH) to complete all tasks.

You **must not**:

* Change or modify this assignment in any way.

## Scenario for the Business Challenge

Trendz Trainers

**Scenario**

Last year you started a new business called Trendz Trainers with three of your friends, and the four of you now co-own the business. The business designs and produces fashion trainers which are then sold online and from a small retail outlet.

The number of sales has grown steadily since the business started and you are now ready to expand your product range. As the person responsible for marketing and design, you need to carry out market research to come up with a new exciting trainer design.

**Confidential forecast:**

|  |  |
| --- | --- |
| **Trendz Trainers estimated fixed costs per month allocated to the new design:** | £5, 000  |
| **Average variable costs per unit to produce:** |
| **Trainer Sole** | **Size** | **Cost per pair of trainers** |
| Rubberised sole | All sizes | £3.00 |
| **Outer material** | **Size** | **Cost per pair of trainers** |
| Leather or Suede | UK Children’s sizes | £10 |
| UK 1-5 | £15.00 |
|  | UK 6-8 | £20.00 |
|  | UK 9-11 | £25.00 |
| Vegan leather  | UK Children’s sizes  | £3.00 |
| UK 1-5 | £7.00 |
| UK 6-8 | £13.00 |
|  | UK 9-11 | £19.00 |
| Canvas | UK Children’s sizes | £1.00 |
| UK1-5 | £3.00 |
| UK 6-8 | £7.00 |
|  | UK 9-11 | £11.00 |

|  |  |  |
| --- | --- | --- |
| **Lining material:** | **Size:** | **Cost per pair of trainers:** |
| Padded | UK Children’s sizes | £2.00 |
| UK 3-5 | £4.00 |
| UK 6-8 | £7.00 |
|  | UK 9-11 | £10.00 |
| Cotton | UK Children’s sizes | £1.00 |
| UK 3-5 | £2.00 |
| UK 6-8 | £4.00 |
|  | UK 9-11 | £6.00 |
| **Accessories:** |  | **Cost per pair of trainers:** |
| White laces |  | £0.25 |
| Coloured laces  |  | £0.75 |
| Faux fur |  | £2.20 |
| Biodegradable glitter  |  | £1.00 |
| Stitched logo |  | £2.50 |
| Emblem e.g. football club, film logo |  | £8.00 |
| Metal studs  |  | £0.50 |
| Pom poms |  | £0.75 |
| Buttons |  | £0.30 |

**Read through all of the tasks carefully, so that you know what you will need to do to complete this assignment.**

**Important:**

* You will need to refer to the marking criteria grid. Your teacher can explain the marking criteria if you need further clarification.
* You will need to draw upon relevant skills/knowledge/understanding from other units you have studied in this qualification.

## Your Tasks and Marking Grids

### Task 1 – Complete market research to aid decisions

Topic Area 1 is assessed in this task.

You must carry out market research by creating **three** market research tools which you will use to gain the views of others, in order to develop your proposal in later tasks. Your market research must relate to the business challenge.

Your market research results should help you to identify your target customers and help you design your trainers to meet their needs.

You **must**:

* Explain the overall aims of your market research.
* Choose appropriate market research tools that will help you to achieve the research aims. You should choose **two** primary and **one** secondary market research tool.
* Select your sampling method(s). Give reasons for your selection.
* Create your three chosen market research tools. You must be able to collect both quantitative and qualitative data.
* Carry out your market research.
* Collate your market research findings. Select and use the most appropriate method(s) to present the results.
* Review the results of your completed market research.

You should demonstrate your ability to draw upon relevant skills, knowledge and understanding from Unit R067 TA2 and R068 TA1.

 Total marks for Task 1: 12 marks

**Task 1 Tips**

* Think carefully about what you need to find out, i.e. the aims of your research, before you create your market research tools.
* You can include your target customer preferences in your market research questions as this will help you to identify your customer profile in Task 2.
* Think about which sampling method is likely to provide you with the most useful findings. This won’t necessarily be the easiest method to carry out.
* Clearly reference any secondary research source(s).
* When reviewing the results of Task 1, consider your initial market research aims.

**Topic Area 1: Market research**

|  |  |  |
| --- | --- | --- |
| **MB1: 1–4 marks** | **MB2: 5-8 marks** | **MB3: 9-12 marks** |
| **Identifies** the overall aims of the market research. **Basic** outline of the sampling method(s) to be used, evidencing **limited** understanding. | A **sound** explanation of the overall aims of the market research. **Sound** justification of the sampling method(s) to be used, evidencing **some** understanding. | A **comprehensive** explanation of the overall aims of the market research. **Comprehensive** justification of the sampling method(s) to be used, evidencing **clear** understanding. |
| Creates market research tools with **limited** effectiveness, resulting in completed research outcomes with **limited** relevance to the aims. | Creates three **mostly** effective market research tools, resulting in completed research outcomes with **some** relevance to the aims. | Creates three **comprehensive,** accurate and **fully** effective market research tools resulting in completed research outcomes that are **fully** relevant to the aims. |
| Collates the results and uses **basic** method(s) to **briefly** present the research outcomes. | Collates the results and uses **mostly** effective method(s) to present the research outcomes. | Collates the results and uses **effective** method(s) to present the research outcomes. |
| **Limited** review of the collated results. | **Sound** review of the collated results. | **Comprehensive** review of the collated results. |

If your work does not meet Mark Band 1 criteria, you will be awarded zero marks for this task.

### Task 2 – Identify a customer profile

Topic Area 2 is assessed in this task.

Before you can design your trainers you need to use your market research findings to identify your customer profile.

You **must**:

* Referring to your market research findings, apply your knowledge of market segmentation to create and describe your customer profile.
* Justify your customer profile decision with reference to your market research findings.

You should demonstrate your ability to draw upon relevant skills, knowledge and understanding from Unit R067 TA2.5 and R068 TA2.

 Total marks for Task 2: 6 marks

**Task 2 Tips**

* If you have clearly presented your market research findings in Task 1, this will help you to identify and justify your customer profile.

**Topic Area 2: How to identify a customer profile**

|  |  |  |
| --- | --- | --- |
| **MB1: 1–2 marks** | **MB2: 3-4 marks** | **MB3: 5-6 marks** |
| Describes **limited** features of a specific customer profile using market segmentation techniques. | Describes **some** features of a specific customer profile using market segmentation techniques. | Describes **in detail** the features of a specific customer profile using market segmentation techniques. |
| **Limited** justification of the selected customer profile. | **Some** justification of the selected customer profile, with reference to the market research findings. | **Detailed** justification of the selected customer profile, with reference to the market research findings.  |

If your work does not meet Mark Band 1 criteria, you will be awarded zero marks for this task.

### Task 3 – Produce a design proposal

Part of Topic Area 3 is assessed in this task.

You are required to create a design for your trainers. Your drawing skills will **not** be assessed.

You **must**:

* Use your customer profile and the findings from your completed market research to create the outline of the design mix for your new trainers.
* With reference to your market research findings and your customer profile, give reasons for the design mix that you have chosen.
* Using your design mix generate **two** productdesign ideas. You must provide evidence of using a differentcreative technique for each product design idea. You will need to select an outer material, a lining and **at least two** accessories from the list provided on pages 4 - 5. You should remember to include the sole in your product design.
* For **one** of your design ideas, describe how you have used your design mix and market research findings to inform the design.

You should demonstrate your ability to draw upon relevant skills, knowledge and understanding from R068 TA3.

 Total marks for Task 3: 9 marks

**Task 3 Tips**

* The design mix is an overview of what you are planning to create. The product design idea you use to describe your use of the design mix/market research findings does not have to be your final choice for your product proposal.
* The final design you choose will be selected in Task 4.
* Think carefully about your market research findings/customer profile and what your potential customers have said they would like a trainer design to include and/or look like. Your drawing skills will not be assessed.
* Consider what you are spending on materials as this may have an impact on the financial viability of your design proposal. You will consider your costings in Task 5.

**Topic Area 3: Develop a product proposal**

|  |  |  |
| --- | --- | --- |
| **MB1: 1–3 marks** | **MB2: 4-6 marks** | **MB3: 7-9 marks** |
| Creates a **basic** outline of adesign mix with **limited/no** reference to the customer profile and market research findings. | Creates an outline of an appropriate design mix with **some** justification. | Creates an outline of an appropriate design mix with **comprehensive** justification. |
| Generates product design ideas with **limited** use of creative techniques. | Generates product design ideas with **adequate** use of creative techniques. | Generates product design ideas with **effective** use of creative techniques. |
| **Limited** description of how the design mix and market research findings have informed one of the designs. | **Sound** description of how the design mix and market research findings have informed one of the designs. | **Comprehensive** description of how the design mix and market research findings have informed one of the designs. |

If your work does not meet Mark Band 1 criteria, you will be awarded zero marks for this task.

### Task 4 – Develop a product proposal

Part of Topic Area 3 is assessed in this task.

You have now produced two possible designs for your trainers. It is important for you to review the designs, using a range of feedback methods, to ensure that it will be popular with your target customers.

You **must**:

* Produce a self-assessment of **both** designs.
* Obtain verbal **and** written feedback on your designs from different individuals (e.g. interviews and questionnaires).
* Identify the strengths and weaknesses of your design proposals based on the feedback received.
* Create your final trainer design by modifying **one** of your designs, clearly labelling the alterations that you have implemented.
* Explain the reasons for choosing the final trainer design, making reference to the design mix.

You should demonstrate your ability to draw upon relevant skills, knowledge and understanding from Unit R068 TA3.2.

 Total marks for Task 4: 9 marks

**Task 4 Tips**

* Be honest with yourself in your self-assessment. You do not have to say that everything is perfect. Being critical will help you to modify your design appropriately.
* Feedback does not need to cover all of the methods (focus groups, questionnaires etc.) listed in the unit.
* Make sure that you obtain feedback from people who fit your customer profile. They are likely to give you the most helpful feedback.
* Use the feedback that you have received and your self-assessment to explain why you have chosen your final design. You should make reference to the aesthetics and function elements of your design mix, as well as the feedback received.

**Topic Area 3: Develop a product proposal**

|  |  |  |
| --- | --- | --- |
| **MB1: 1–3 marks** | **MB2: 4-6 marks** | **MB3: 7-9 marks** |
| A **basic** summary of the strengths and/or weaknesses of the design proposals is produced. **Limited or no** reference is made to the self-assessment and the verbal and written feedback gathered. | A **sound** summary of the strengths and weaknesses of the design proposals is produced. **Some** reference is made to the self-assessment and the verbal and written feedback gathered. | A **comprehensive** summary of the strengths and weaknesses of the design proposals is produced. **Detailed** reference is made to the self-assessment and the verbal and written feedback gathered. |
| Design modifications, with **limited** relevanceto self-assessment and feedback, are carried out with **basic** description. | Design modifications, with **sound** relevanceto self-assessment and feedback, are carried out with **adequate** description. | Design modifications, with **clear** relevanceto self-assessment and feedback, are carried out with **full** description. |
| **Basic** reasons for choosing the final design are provided. | **Some** explanation of the reasons for choosing the final design is given. | The reasons for choosing the final design are **fully** justified. |

If your work does not meet Mark Band 1 criteria, you will be awarded zero marks for this task.

### Task 5 – Review whether a business proposal is financially viable

Topic Area 4 is assessed in this task.

Using the financial information provided in the scenario, you need to produce realistic costings, calculate break-even and recommend a pricing strategyforyour business proposal.

**Part One**

You **must**:

* Identify all relevant costs and calculate the total variable costs per pair of trainers.
* Predict the number of pairs of your trainers Trendz Trainers may sell in the first month. Give reasons for your decision.
* Recommend a pricing strategy and a selling price which are appropriate for your chosen trainer design and customer profile. Give reasons for your decision.
* Complete the following calculations:
	+ Predicted total costs for the first month.
	+ Predicted revenue for the first month.
	+ Predicted total profit for the first month.

**Part Two**

You **must**:

* Calculate the break-even level of sales. Describe what the results show.
* Describe the potential impact on the break-even level of sales of a change in price. Consider the impact this could have for the business proposal.
* Use all of your calculations to evaluate the financial viability of your business proposal.

You should demonstrate your ability to draw upon relevant skills, knowledge and understanding from Unit R067 TA3 and R068 TA4

 Total marks for Task 5: 18 marks

**Task 5 Tips**

* Work through all of your calculations slowly and carefully. This may improve the accuracy of your work.
* When completing your calculations, don’t forget fixed costs.
* When predicting the likely number of pairs of trainers that will be sold in the first month, you should make your prediction realistic for a new product/small business.
* In your evaluation of the financial viability of your proposal, you could think about what you could change if you are not currently predicted to break-even or make a profit, e.g. your selling price and/or your material costs.
* Your evaluation could make reference to the economic manufacture element of the design mix.

**Topic Area 4:** **Review whether a business proposal is financially viable** -  **Part One**

|  |  |  |
| --- | --- | --- |
| **MB1: 1–3 marks** | **MB2: 4-6 marks** | **MB3: 7-9 marks** |
| Identifies a **limited** range of costs relating to the chosen product design. Variable cost calculations for the product design are completed, with **limited** **accuracy**.  | Identifies **some** relevant costs relating to the chosen product design. Variable cost calculations for the product design are **mostly** accuratelycompleted. | Identifies **all** relevant costs relating to the chosen product design. Variable cost calculations for the product design are **accurately** completed.  |
| Predicts a number of units sold in the first month showing **no**/**basic** reasoning. | Predicts a number of units sold in the first month showing **sound** reasoning.  | Predicts a number of units sold in the first month showing **detailed** reasoning. |
| Selects a pricing strategy and selling price for the product design. Reasoning has **no**/**limited** reference to the identified customer profile. | Selects an **appropriate** pricing strategy and selling price for the product design. Reasoning has **some** reference to the identified customer profile.  | Selects an **appropriate** pricing strategy and selling price for the product design. Reasoning is **clearly focused** on the identified customer profile. |
| Calculates the predicted total costs and predicted total profit for the first month with **limited** **accuracy**. | Calculates the predicted total costs and the predicted total profit for the first month with **some accuracy**. | Calculates the predicted total costs and predicted total profit for the first month **accurately**. |

**Topic Area 4:** **Review whether a business proposal is financially viable** -  **Part Two**

|  |  |  |
| --- | --- | --- |
| **MB1: 1–3 marks** | **MB2: 4-6 marks** | **MB3: 7-9 marks** |
| Applies the break-even formula to calculate break-even for the business proposal, with **limited accuracy**. Shows a **basic** understanding of the results. | Applies the break-even formula to calculate break-even for the business proposal with **some accuracy**. Shows a **sound** understanding of the results. | Applies the break-even formula to calculate break-even for the business proposal **accurately**. Shows a **clear** understanding of the results. |
| Provides a **basic** outline of the impact of a change in price on the break-even level of sales for the business proposal. | Provides a **sound** description of the impact of a change in price on the break-even level of sales for the business proposal. | Provides a **comprehensive** description of the impact of a change in price on the break-even level of sales for the business proposal. |
| The financial viability of the business proposal is assessed with **limited** accuracy and detail. | **Adequate** evaluation of the financial viability of the business proposal. | **Full** evaluation of the financial viability of the business proposal. |

If your work does not meet Mark Band 1 criteria, you will be awarded zero marks for this task.

Task 6 – Review factors that may impact the success of the business proposal

Topic Area 5 is assessed in this task.

You should carry out an assessment of the risks and challenges that are associated with producing your new trainer design.

You **must**:

* Explain the risks and challenges that Trendz Trainers may face when producing and launching your new trainer design.
* Evaluate the impact of the risks and challenges on the success of your business proposal and how the impact of these risks and challenges could be minimised/overcome.

You should demonstrate your ability to draw upon relevant skills, knowledge and understanding from Unit R068 TA3, TA4 and TA5.1.

 Total marks for Task 6: 6 marks

**Task 6 Tips**

* Additional research may help you to produce a detailed assessment of the risks and challenges that Trendz Trainers might face when producing and launching your new trainer design.
* Risks and challenges are those listed in R068 5.1.1 which includes the impact of external factors.

**Topic Area 5: Review the likely success of the business proposal**

|  |  |  |
| --- | --- | --- |
| **MB1: 1–2 marks** | **MB2: 3-4 marks** | **MB3: 5-6 marks** |
| Risks and challenges involved with producing and launching a new product are **identified**.  | **Sound** explanation of the risks and challenges involved with producing and launching a new product. | **Comprehensive and realistic** explanation of the risks and challenges involved with producing and launching a new product. |
| **Basic** links made between the business proposal and risks and challenges faced with **limited** explanation. **Little/no** reference made to how these risks and challenges could be minimised/overcome. | **Adequate** evaluation of the impact that risks and challenges faced may have on the success of the business proposal. **Some** reference made to how these risks and challenges could be minimised/overcome. | **Fully** evaluates the impact that risks and challenges faced may have on the success of the business proposal. **Detailed** reference made to how these risks and challenges could be minimised/overcome. |

If your work does not meet Mark Band 1 criteria, you will be awarded zero marks for this task.

## Marking Criteria Command Words

The tables below show the command words that will be used in the NEA Marking Criteria grids. They explain the type of evidence that you should expect to see to meet each command word.

**Mark Band (MB1) Words:**

|  |  |
| --- | --- |
|  **Command word**  |  **Meaning**  |
|  **Basic**  | * Work includes the minimum required. It is a starting point but is simplistic and not developed.
* Understanding and skills are applied in a way that partly achieves the wanted or intended result, but it would not be useable without further input or work.
 |
|  **Brief/Briefly** | * Work includes a small number of relevant facts or concepts but lacks detail, contextualisation or examples.
 |
|  **Dependent**  | * The student can perform a task when given regular assistance or help.
 |
|  **Few**  | * Work produced is restricted or narrow. It includes less than half of the information or examples expected for a full response.
 |
|  **Inefficient**   | * Outputs are produced but with great expense or effort because of poor organisation or design and not making the best use of available resources.
 |
|  **Limited**  | * Work produced is restricted in range or scope and includes only some of the information required. It evidences partial rather than full understanding.
* Work produced is a starting point rather than a developed process, concept or output.
 |
|  **Minimal**  | * Includes very little in amount or quantity required.
 |
|  **Simple**  | * Includes a small number of relevant parts, which are not related to each other.
 |
|  **Superficial**  | * Work completed lacks depth and detail.
 |

**Mark Band (MB2) Words:**

|  |  |
| --- | --- |
|  **Command word**  |  **Meaning**  |
|  **Adequate(ly)**  | * Work includes the appropriate number of relevant facts or concepts but does not include the full detail, contextualisation or examples.
 |
|  **Assisted**  | * The student can perform a task with occasional assistance or help.
 |
|  **Part(ly)/Partial**  | * To some extent but not completely.
* Work produced is inclusive in range and scope.  It evidences a mainly developed application of understanding, performance or output needed.
* Work produced results in a process, concept or output that would be useable for its purpose.
 |
|  **Some**  | * Work produced is inclusive but not fully comprehensive. It includes over half the information or examples expected for a full response.
 |
|  **Sound**  | * Valid, logical, shows the student has secured most of the relevant understanding, but points or performance are not fully developed.
* Applies understanding and skills to produce the wanted or intended result in a way that would be useable.
 |

**Mark Band (MB3) Words:**

|  |  |
| --- | --- |
|  **Command word**  |  **Meaning**  |
|  **Accurate(ly)**  | * Acting or performing with care and precision.
* Correct in all details.
 |
|  **All**  | * Work produced is fully comprehensive and wide-ranging. It includes almost all, or all the information or examples expected for a full response.
 |
|  **Clear(ly)**  | * Focused and accurately expressed, without ambiguity.
 |
|  **Complex**  | * Includes many relevant parts, all of which relate to each other logically.
 |
| **Comprehensive(ly)**  | * The work produced is complete and includes everything required to show depth and breadth of understanding.
* Applies the understanding and skills needed to successfully produce the wanted or intended result in a way that would be fully fit-for-purpose.
 |
|  **Consistent(ly)**  | * A level of performance which does not vary in quality over time.
 |
|  **Critical**  | * Objective analysis and evaluation in order to form: a judgement, evaluation of the evidence or effective trouble shooting/fault finding.
 |
|  **Detailed**  | * Gives point by point consideration of all the key information.
 |
|  **Effective**  | * Applies the skills required to the task and is successful in producing the desired or intended result.
* The work produced is effective in relation to a brief.
 |
|  **Efficient**   | * Able to produce results or outputs with the minimum expense or effort, because of good organisation or design and making the best use of available resources.
 |
|  **Full(y)**  | * Work produced is comprehensive in range and scope.  It evidences a fully developed application of understanding, performance or output needed.
* Work produced results in a process, concept or output that would be fully fit-for-purpose.
 |
|  **Independent(ly)**  | * The student can perform a task without assistance or reliance on others.
 |
|  **Justify/Justified**  | * The reasons for doing something are explained in full.
 |
|  **Most(ly)**  | * Includes nearly all of what is expected to be included.
 |
|  **Wide (ranging)**  | * Includes many relevant details, examples or contexts; all of which are fully detailed, contextualised or exemplified.
 |