

Unit Title:	Analyse the market in which your organisation operates (F9)
Unit Number	24
Level:	4
Credit value:	5
Guided learning hours:	25
Unit expiry date:	28/02/2015

## Unit purpose and aim

This unit will ensure that learners are able to analyse an organisation's market position and trends. Learners can analyse customer needs and communicate to key stakeholders.

Learning Outcomes	Assessment Criteria	Exemplification
1 Be able to analyse customers' needs.	1.1 Assess the economic environment in which your organisation operates. 1.2 Evaluate your customers' needs and relate to own organisation. 1.3 Analyse customer perception of own products/ services in comparison to competitors.	This may include: <ul style="list-style-type: none"> <li>• The economic environment such as: employment, inflation, interest rates, productivity, competition, exchange rates</li> <li>• Customer needs such as reliability, price, decision making process, bidding requirements</li> <li>• Customer perceptions of own products/services versus those of competitors by using tools such as: market research, customer surveys, perception maps.</li> </ul>
2 Be able to analyse the market using research tools and techniques.	2.1 Identify and utilise market research specialists if necessary 2.2 Analyse current and future macro and micro economic trends in own sector. 2.3 Use recognised research tools to assess market trends and opportunities for growth.	This may include: <ul style="list-style-type: none"> <li>• The market research specialists who can provide advice and guidance</li> <li>• Methods to communicate effectively with marketing specialists</li> <li>• Forces over which the organisation has some control (Micro economics) those over which it has no control and to which they can only react (macro economic).</li> </ul>

Learning Outcomes	Assessment Criteria	Exemplification
3 Be able to communicate research findings to inform managerial decisions.	3.1 Produce a report based on research findings. 3.2 Communicate the report to key individuals within own organisation. 3.3 Evaluate feedback from key individuals. 3.4 Revise and communicate updated report to key individuals. 3.5 Monitor the economic environment and changes in customers' needs.	This may include: <ul style="list-style-type: none"> <li>• How to report on research into market trends</li> <li>• How to present the report to key individuals in a clear and understandable format for the audience</li> <li>• How to use feedback from key individuals via a range of methods such as email, questionnaire, oral discussions</li> <li>• How to use feedback to determine areas of the report which needs adjustment</li> <li>• Methods of presentation for the revised report to key individuals in a clear and understandable format for the audience</li> <li>• The economic environment using a range of techniques including literature review, trend analysis.</li> </ul>

## Assessment

---

This unit is centre assessed and externally verified. In order to achieve the unit you must produce a portfolio of evidence which, on request, will need to be made available to the OCR external verifier. Portfolios of work must be produced independently and Centres must confirm to OCR that the evidence is authentic. An OCR Centre Authentication form is provided in the Centre Handbook.

## Evidence requirements

---

In order to achieve this unit you must demonstrate that you have met all of the stated learning outcomes and assessment criteria. Your assessor must be able to observe you in the workplace or you must provide tangible evidence of your real work activities.

You may collect evidence for the unit through work in a private sector organisation, a public sector organisation or a not-for-profit organisation.

You must provide evidence that shows you have done this over a sufficient period of time on different occasions for your assessor to be confident that you are competent.

## Guidance on assessment and evidence requirements

---

Candidates are encouraged to use evidence, where appropriate across a number of units to reduce repetition. Where ever possible, the evidence should occur naturally within the role of the individual and can include

Reports created for the organisation,

- Analyses of trends
- Customer perception analysis report
- Customer needs analysis report
- Communications with specialists
- Market trends report.

In addition, evidence can be sought in a number of ways, when it is not available through normal work or where ephemeral evidence such as that of behaviour is required, these methods may include:

- Witness testimonies from colleagues, managers and subordinates
- observations of tasks and interactions with others
- case studies where the candidate explains and reflects upon specific events which demonstrate competence, where current evidence is not available.
- Professional discussions where the candidate explains the rationale for a particular approach to the assessor.

This is a level four unit and thus the candidate must demonstrate complex skills and knowledge, often covering more than one element of the assessment criteria. The ability to recognise and develop competence across these criteria is to be encouraged but it does mean that reports, whilst aiming for succinctness and clarity of thought will need to be of sufficient depth and breadth to meet the level four standard. Minutes of meetings must demonstrate that the candidate's contribution is significant and contributes to the meeting of assessment criteria and be easily identifiable within the document.

Digital evidence such as recordings of meetings, photographs, scanned documents are also permitted.

## Resources

---

Stationery, USB drive or a CD-rom.

Access to photocopier, PC and printer is desirable but not essential.

Access to sources of under-pinning knowledge such as websites, books, journals, etc, might be of help, but you are not expected to reproduce other people's written work.

- GOLD, J. THORPE, R. and MUMFORD, A. (April, 2010) *Leadership and Management Development*. ISBN: 1843982447
- <http://www.dalecarnegie.com/kc/>
- <http://www.What-are-good-leadershipskills.com> (2010)
- MacBeath, J. (ed) (2008) *Connecting Leadership and Learning: Principles for Practice*
- **Northouse G., (2009) *Leadership: Theory and Practice [Paperback]***
- <http://www.businesslink.gov.uk>
- <http://www.smallbusiness.co.uk>
- Johnson, C. and Keddy, J (2010) *Managing Conflict at Work: Understanding and Resolving Conflict for Productive Working Relationships* **ISBN-10:** 0749459522
- Eckerson, W (2010) *Performance Dashboards: Measuring, Monitoring, and Managing Your Business, 2nd Ed* **ISBN-10:** 0470589833

- Scott, D M (2010) *The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly (New ... & PR: How to Use Social Media, Blogs,)* **ISBN-10:** 0470547812

## Details of relationship between the unit and national occupational standards

---

This unit has been accredited as part of the Qualifications and Credit Framework and is based on MSC F9 Build your organisation's understanding of its market and customers

## Additional information

---

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850).

## OCR Level 4 NVQ in Team Leading

### Evidence Record Sheet

#### Unit F9 Analyse the market in which your organisation operates

I confirm that the evidence provided is a result of my own work.

Signature of candidate: \_\_\_\_\_ Date: \_\_\_\_\_

Evidence reference	Evidence title	Assessment method	LO1			LO2			LO3				
			1.1	1.2	1.3	2.1	2.2	2.3	3.1	3.2	3.3	3.4	3.5

I confirm that the candidate has demonstrated competence by satisfying all of the criteria for this unit.

Signature of assessor: \_\_\_\_\_ Name (in block capitals): \_\_\_\_\_ Date: \_\_\_\_\_

Countersignature of qualified assessor (if required) and date: \_\_\_\_\_

IV initials (if sampled) and date: \_\_\_\_\_ Countersignature of qualified IV (if required) and date: \_\_\_\_\_

(Page of )