

BTEC Nationals

IVA – LEARNER INSTRUCTIONS

Edexcel Level 3 BTEC National Certificates/Diplomas

Business

Business (Finance)

Business (Marketing)

Business (Human Resources)

Business (Management)

Unit 3: Creative Product Promotion

Unit 5: Business Enterprise

Issued June 2004

For use during the remainder of the duration of operation
of the specification issued for September 2003



INSTRUCTIONS FOR LEARNERS COMPLETING IVAs

1. The Integrated Vocational Assignment (IVA) is a compulsory part of your qualification. If you do not complete the IVA you may not receive your certificate.
2. Your tutor(s) will tell you how long you have to complete the IVA and the access you may have to resources.
3. Read the IVA carefully and make sure that you understand the work you should hand in and what is required of you. If you are uncertain, discuss it with your tutor(s).
4. The IVA requires you to work by yourself and to produce original work. You should not share your work with any other learners. For example, if you produce an illustration or diagram electronically, you should not give it to another learner. Similarly, you should not accept and use such information from others. You are required to sign that the work submitted is your own.
5. If you work in a group at any stage, you must present your own responses to each task for assessment.
6. Information taken from sources for research, e.g. internet and textbooks, must be identified and not presented as your own work. You should list the sources used.
7. Some tasks may require Observation Records/Witness Statements. Your tutor(s) will organise for these to be completed and you must attach these to your submitted work.
8. In presenting your final work, you should not include draft work or reference materials such as handouts, notes and leaflets, unless the tasks specifically ask you to do so.
9. Presentation of your work:
 - Check that you have completed all tasks.
 - Label work with the appropriate task/sub task number.
 - Present tasks in the correct order.
 - Label each page with your name and page number.
 - Submit all electronic materials in paper format
 - Clearly label video or audio tapes submitted as part of your assignment.
 - All papers should be securely bound.
 - The completed IVA should NOT be presented in plastic envelopes, a box file or a lever arch file.

YOUR ASSIGNMENT TASKS

Scenario

You have decided that you would like to investigate how it would be possible to establish your own business after you complete your BTEC National. This investigation will provide a good opportunity to apply what you have learned, for example, about business planning and marketing. The business you select should be one that could provide a full or partial source of income for a young entrepreneur.

Your tutor has identified that it would be advisable for you to look at business marketing techniques generally before developing a marketing strategy for a business of your own.

In order to assist you, your tutor has defined a number of individual tasks to lead towards having a fully prepared and evaluated business plan for your own enterprise. Tasks 1-4 require you to report on a number of promotional campaigns and to design your own campaign. Tasks 5-6 relate to the development of a full business plan.

Task 1: Promoting success

Investigate how marketing helps business using an organisation that has a national promotional campaign for its products or services. Provide a short, illustrated report to:

- a describe the business and its aims and objectives.
- b relate the promotional campaign to the achievement of those aims and objectives.
- c explain how the promotion "p" relates to the other elements of the marketing mix in this particular campaign.
- d comment on the marketing mix in relation to the achievement of the marketing and promotional objectives and through them the business aims and objectives. Explain the specific importance of the promotional aspect of the marketing mix.

This provides evidence for Unit 3 P1, P2, M1

Task 2: Professional campaigns

Business organisations often use professionals from specialist agencies to help them produce an effective campaign that will achieve the promotional objectives. A good campaign must also use the right media. You should analyse the contribution of professional advertising agencies and the use of different media in a current national promotional campaign. Prepare a short, illustrated report to cover:

- a how professional advertising agencies can contribute to the success of a marketing campaign.
- b how the selection and use of media contributes to a successful campaign.
- c the advantages and drawbacks of using a professional agency in promoting a product.

This provides evidence towards Unit 3 P3, M2

Task 3: Your own campaign

Now that you have looked at national campaigning, you should focus on your own ideas for promotional activities and the types of promotional campaign that could be used for a smaller business or a local campaign.

Choose 1 of the 4 situations below:

- A local café has been refurbished by the existing owners with an "Italian coffee" theme. The owner wants to attract more business people to pop into the café for their breakfast as well as lunch. The timescale for the promotion is for the opening month. The available budget is £2,000.
- A chain of Health and Fitness clubs is opening a new branch in the area. It has to attract a large number of new members who are prepared to sign a one-year contract. The club is aiming to have similar numbers of men and women. The available budget is £20,000 for a two-month pre-launch promotion.
- An established local food producer sells prepared frozen dishes to restaurants. Following investment in new equipment the company has now produced a new range of desserts. To achieve a return quickly, the company wants to market to both existing and new customers. The available budget is £12,000 for a three-month period.
- A new company has been set up devoted to weddings - offering everything from a packet of confetti to a complete wedding planning service. It has a small shop in a high street location, but expects most of its business to be conducted via telephone or its website. It has to appeal to a wide range of brides-to-be and their mothers. The available budget is £8,000 for a two-month period. The website has been set up and is managed by an external agency.

You have to prepare a promotional campaign and an associated presentation, through which you will seek to convince the owners or managers of your chosen business that your campaign can succeed. You should include the following:

- a summary of the aims of the campaign and a creative brief.
- plan for the campaign including use of media and materials.
- examples of promotional materials.
- presentation materials and notes that explain and provide a rationale for the campaign you have created and make suggestions as to how it could be improved under different constraints, for example with more money or a different timescale.

This provides evidence towards Unit 3 P4, M3

Task 4: Evaluating campaigns

You have now analysed national campaigning and gained experience through planning a campaign of your own. You are now in a position to produce an overall evaluation for a relevant promotional campaign.

For a business organisation's promotional campaign that you have researched for task 2 produce a summary report to cover:

- a the criteria you have used to evaluate the campaign in relation to business aims and objectives.
- b the strengths and weaknesses of the promotional campaign drawing clear conclusions based on your evidence.
- c suggestions as to how the promotion could be more effective in meeting business aims and objectives.

This provides evidence for Unit 3 D1

Task 5: Choosing a business venture

People seek to enter self-employment for a variety of reasons and there are many, diverse opportunities for starting a successful business venture. However, it is essential that any business has an appropriate legal structure and sufficient financial backing.

Before you can produce a business plan you have to select a business, a structure and identify sources of finance. Your research into this will provide the background for the introduction to your business plan. You may find it helpful to mention options you have rejected in explaining how you have arrived at your decisions. Your introduction should cover:

- a the attributes that you have to offer and your aims in setting up the business venture.
- b the business venture you have chosen with reasons, addressing risks and opportunities.
- c the proposed legal structure of the business explaining why this is appropriate.
- d potential sources of finance explaining how these fit with the legal structure and aims of the business venture.

This provides evidence towards Unit 5 P1, P2

Task 6: Producing a detailed business plan

You have selected a business and identified how it can be organised and financed. To make your business a reality you should aim to produce a business plan that you could present to a bank manager, potential supplier or landlord to show that you are fully ready to operate the business. You should incorporate in your plan:

- a documents related to realistic financial planning for the business.
- b details on how you would run the business, addressing areas including:
 - complying with legal requirements.
 - key operational planning.
 - making use of local networks.
 - meeting your own development needs.
- c a marketing strategy including information on products/services to be offered, market research and marketing activities proposed.
- d include a summary of your proposals in your final plan that show how you have carefully analysed your options giving justifications for the decisions you have taken.

This provides evidence towards Unit 5 P3, P4, M1

Task 7: Presenting your plan

Your tutor suggests that you present your plan to an audience, such as a bank manager who may provide funding for your venture.

You should prepare a short presentation, using visual aids and handout notes, that explains your plan and gives arguments to support your decisions. Be prepared to have a question and answer session.

This provides evidence towards Unit 5 M2

Task 8: Evaluating and improving your plan

Following your presentation you have the opportunity to evaluate your plan and suggest some ways in which it might be strengthened. Produce a short, formal report that could be used as an annex or a handout to your main plan. You should cover:

- a criteria you have used to further evaluate the viability of your business plan.
- b assessment of strengths and weaknesses of:
 - your proposed business.
 - the quality of your planning.
 - how you have presented your proposals.
- c recommendations with justifications for how your plan or proposals should be strengthened so that you can start a viable business.

This provides evidence towards Unit 5 D1

ASSESSMENT CRITERIA

For ease of reference, the assessment criteria from the unit specifications that are relevant to assessing and grading this IVA are repeated below. You should refer to the full unit specification for information on unit content.

Assessment Evidence Unit

Unit 3: Creative Product Promotion		
To achieve a pass grade the evidence must show that the learner is able to:	To achieve a merit grade the evidence must show that the learner is able to:	To achieve a distinction grade the evidence must show that the learner is able to:
<ul style="list-style-type: none"> describe how key aims and objectives for a selected business may be achieved by promotional activity for a selected product describe the role of promotion within the marketing mix describe the distinctive contribution of advertising agencies and media towards the promotional success of a selected product design a promotional campaign for a given product to meet the needs of a given campaign/creative brief. 	<ul style="list-style-type: none"> explain how the promotional aspect of the marketing mix facilitates the achievement of business aims and objectives explain the relative merits of using professional advertising agencies in ensuring the promotional success of a selected product Provide a rationale for a promotional campaign and make recommendations for possible improvement. 	<ul style="list-style-type: none"> evaluate the effectiveness of the promotional campaign in contributing to the achievement of business aims and objectives.

ASSESSMENT CRITERIA

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Assessment Evidence Unit

Unit 5: Business Enterprise		
To achieve a pass grade the evidence must show that the learner is able to:	To achieve a merit grade the evidence must show that the learner is able to:	To achieve a distinction grade the evidence must show that the learner is able to:
<ul style="list-style-type: none"> • identify a potential business venture for self-employment, giving reasons for choice • identify and describe an appropriate legal structure together with related sources or finance • produce a marketing strategy for a proposed new business venture, identifying relevant tactics • create a business plan for a potential new venture. 	<ul style="list-style-type: none"> • produce a professionally presented business plan supported by evidence of analysis leading to justification of proposals • deliver an oral presentation with supporting arguments for the business venture with opportunities for questions and answers. 	<ul style="list-style-type: none"> • evaluate the viability of a selected business venture as represented by a business plan, making recommendations on how this may be strengthened.