The Classroom Based Assessment (CBA 1) will take place in the classroom over a four-week period from March 8th to the April 5th.

You are required to work in groups of four/five people (the groups will be decided by your teacher) over this four-week period to complete the Classroom Based Assessment which will be based on the Enterprise in Action strand.

You are required to choose a new enterprise that you feel could be developed in to a business and present a report to your teacher at the end of the four weeks. Whilst this is a group project and you are required to collaborate with your classmates, each student will also make an individual contribution and you will be required to produce your own evidence through your research and reflection write-up.

**The Task**

Your group must develop a new business idea (product or service) that you feel has the potential to be a commercial success. It can be a totally new product/service or one which already exists but can be modified in order for it to be more successful. So for example you could develop a new product that does something an existing product doesn’t and you think would solve a problem for a consumer or create a brand new type of product that does not currently exist.

**Steps to follow:**

There are five steps or stages in this CBA:

1. **Conduct the research.**

Each group should firstly brainstorm together to try and generate an idea that everyone agrees on. This will require groups to work together and communicate with each other effectively.

Once your team idea is agreed upon the next stage is to gather the information by conducting research. The research can be done by through field (primary) research and/or some desk (secondary) research, some sample methods are;

* Field Visits
* Face to Face Interviews
* Face to Face surveys and online surveys within the class
* Online research
* Through Newspapers and Magazines.

**Each individual must conduct his or her own research and keep a record of this research** (what information you got and where you got the information from).

1. **Evaluate the information.**

Each student should now examine all the research that they have collected and summarise it. After this process your group should now come together to examine all the information that each member has gathered in the research phase. With all this information to hand some questions to consider and to get answers for are:

* Should we modify our idea based on the research that we have done?
* Is there a market for this enterprise/product?
* What expenses (or capital) are required to develop this enterprise?
* How we will generate income and profit from this enterprise?

1. **Develop the Action Plan**

Having completed the and evaluated the research, the group will then use their analysis of the research findings to develop an action plan (business plan). This action plan will clearly show the steps that need to be taken to make the idea a reality. It should include the following:

* Description of the product/service
* A description of the USP (Unique Selling Proposition) of the product/service. This means why should the consumer buy this product?
* The Marketing Mix for the product/service
  + Product
    - What is the product?
    - Where will we source if from?
    - How will it be packaged?
  + Price
    - How much will we sell it for?
    - How much does it cost us per unit?
    - Why pricing strategy will be used?
  + Place
    - Where will we sell it?
    - Will we sell in a shop or online or both?
  + Promotion
    - How will we make consumers aware of our product?
    - What types of promotion will we use and why?
* A cash flow forecast and a Trading Profit and Loss account for the enterprise

1. **Report your Findings**

* To complete the classroom based assessment each group must submit evidence of their work to their teacher. Only one submission is required per group. You should select the information that you believe is the most relevant, reliable and of the best quality to be included in the project. The project should include:
  + An introduction to the project.
  + Evidence of individual student research (use the template for student research in Appendix 1).
  + All the four points in the action plan above.
  + A conclusion and some recommendations.
  + The student reflection of each group member (use the Evaluation of Findings template in Appendix 1).
* The project should be approximately 1,500 words in length.
* All evidence submitted will be used to judge the student’s level of achievement against the relevant Features of Quality.

Good luck and have fun!







