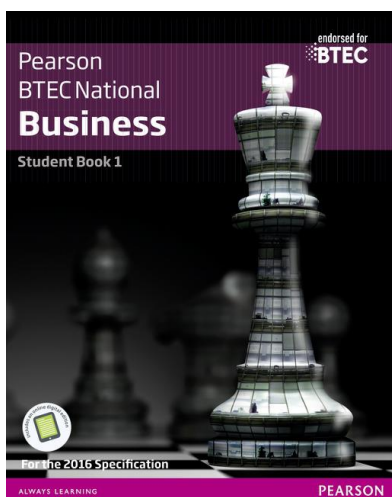


BTEC Level 3 Nationals in Business: Unit 2

Your free sample of the student
book: preparation for
assessment

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Getting ready for assessment

This section has been written to help you to do your best when you take the external examination. Read through it carefully and ask your tutor if there is anything you are not sure about.

About the test

Before your supervised assessment you will be issued with Part A of your assessment, which contains material for the completion of the preparatory work for the set task.

- Read all of Part A carefully.
- Highlight or underline key words.
- You will have a set period of time to complete independent research around this. Make sure you put time aside in your diary for this well in advance.
- You can take research notes into the supervised assessment so make sure your notes are clear and concise. Check with your tutor how long these notes can be.
- Decide on where you will carry out this preparatory work so you are not disturbed.
- Get together everything you might need, including:
 - laptop
 - reliable internet connection
 - text books and other useful resources
 - pens (and spares), scrap paper, pencils and sharpeners, highlighters, calculator, dictionary and thesaurus, maybe a ruler and rubber.
- Do not forget anything else you might need such as glasses, laptop lead, etc.
- Avoid any distractions from a mobile phone!

Preparing for the test

This unit is assessed under supervised conditions. Pearson sets and marks the task. As mentioned, you will be provided with a topic to research prior to a supervised assessment period in order to carry out research. The external assessment can be completed over a number of sessions.

You will need to prepare

- a rationale
- a plan for a marketing campaign for a given product or service.

Make sure that you arrive in good time for your test and make sure that you leave yourself enough time at the end to check through your work. Listen to, and read carefully, any instructions you are given. Marks are often lost through not reading instructions properly and misunderstanding what you are being asked to do. There are some key terms that may appear in your assessment. Understanding what these words mean will help you understand what you are being asked to do.

As the guidelines for assessment can change, you should refer to the official assessment guidance on the Pearson Qualifications website for the latest definitive guidance.

Key term	Definition
Primary research	Research compiled directly from the original source, which may not have been compiled before. Learners are expected to understand the advantages and disadvantages of different primary research methods.
Qualitative research	Descriptive data, such as data drawn from open-ended questions in questionnaires, interviews or focus groups.
Quantitative research	Data in numerical form which can be categorised and used to construct graphs or tables of raw data.
Secondary sources/research	Published research reports and data, likely to be based on analysis of primary research.

Sample answers

Look at the sample questions which follow and the tips on how to answer them well.

Worked example

Set task brief

- You are required to research the events management market independently prior to the supervised assessment window.
- You should research and analyse at least one marketing campaign related to the events management market and its associated costs.

Task information from Part B

Events Management

The number of UK businesses organising events is growing year on year having increased by 500 per cent over the last 10 years. The events market is now worth £1 billion. Events include corporate team days, civil ceremonies, religious festivals and prom celebrations.

Your research should have covered examples of similar businesses and how they use the marketing mix to produce their campaign.

The average event generates 75 per cent gross profit. Events range from £10,000 for a teenage birthday party for 50 to £1,000,000+ for corporate events such as weekends on a yacht in the Mediterranean for 80 guests.

Clients are increasingly generating repeat business having been introduced either through word of mouth or by adverts placed in local media or brochures usually found at events such as corporate conferences, fairs (such as craft or wedding fairs). An increasing number of wealthier private clients are those with second homes in the UK which they visit occasionally.

Circle or highlight the key information you might need to support a marketing campaign.

Part B of your assessment will be held under supervised conditions. You will be provided with information relating to the subject of your preparatory work for Part A.

Worked example

Activity 1

Prepare a rationale for the Sussex Events marketing campaign and re-branding. This should include:

- marketing aims and objectives
- research data on the market and competition
- justification for your rationale.

(Total for Activity 1 = 34 marks)

Activity 2

Based on your rationale from Activity 1, develop a budgeted plan with a timescale for your marketing campaign. You need to present this in an appropriate format which enables SMART planning and monitoring.

(Total for Activity 2 = 36 marks)

Set task information

Sussex Events is an SME specialising in events management. They have been in business for eight years and expanded from two partners to become a limited company with 40 employees. Their turnover has increased year on year to £12.2 million but they have noticed a slight decline in the number of corporate clients and an increase in overseas clients with second homes, especially those from Russia, China and India.

MD Evangelo Ezra wants to develop a brand which represents what they actually do. In discussions with his partner, Sharma, they recognise they also need to better promote their goal which is to increase the market share of events management for private customers. Although the return is greater from corporate clients they cannot risk further decline as the impact on their turnover is too significant. They are also concerned about the impact on their business due to declining oil prices. Several of their repeat clients are from the UAE and there is potential that clients will have less money to spend on elaborate events.

Evangelo and Sharma recognise a gap in the market specialising in birthday parties, graduation parties, stag and hen do events and might expand into christenings and engagement parties in the future.

Their initial marketing budget is £75,000 although they could be flexible by 10 per cent but prefer to keep that as a contingency.

Make sure that you understand everything being asked of you in the activity instructions so that you can be sure your answer is clear and focused on exactly what you have been asked to do.

Always make a plan for your answer before you start and remember to include an introduction and a conclusion and think about the key points you want to mention in your answer. Think about setting yourself some timeframes so that you have time to cover everything – and, importantly, have time to write the conclusion!

Keep in mind what the activity has asked you to do. You need to discuss the aims and objectives of the campaign and so should highlight them here.

Make use of the research you have already completed for Part A. You will have some information on these types of events already.

Always make a note of any figures that are mentioned in the set task information – you will need to make sure that your answers take into account this sort of information.

Activity 1 Answer:

▶ **Marketing aim**

- To expand Sussex Events as the Events Management Specialist for non-corporate clients.

▶ **Objectives**

- Identify our USP.
- Brand our business as the private party specialist.
- Develop a marketing campaign which:
 - identifies our target market
 - spreads our message through a variety of media
 - plans for sustainability and growth.

The marketing aim states the overall intention and the objectives begin to break down how the aim will be achieved. You might find it useful to keep breaking down the objectives into sub-levels, as the third objective begins to show.

Notice how the objectives all start with verbs and remember that each should be SMART when replicated in your marketing plan.

▶ **Research data on the market and competition**

I recognise that four other companies operate in the Sussex area. Specialist activities are also available such as go-karting and firework displays, which are important to note as they provide additional options for activities at celebratory events such as birthday parties.

Although there are several event organisers offering party planning outside of Sussex, such as Collection26, I chose to focus on the local competition due to the logistics of travelling distances to plan and execute the party arrangements which would impact on the profits of Sussex Events.

As Sussex covers a wide area, I also narrowed my search to within 30 miles of the offices for Sussex Events to identify any local competition and found there was one business operating but which specialises in corporate team building events...

You can find listings of businesses such as events organisers, on the internet but make sure that you are specific with your searches to ensure you can make direct comparisons with other businesses offering the same type of business as the one in your case study. In this case, you would have concentrated on businesses offering private parties rather than major businesses providing corporate events.

Try and keep your answer as focused on your key points as possible. If you find your answer drifting away from that main point, refer back to your plan.

Do not just rely on the internet for your sources. Explore free newspapers and parish magazines in the local area where smaller businesses will promote their services, especially those just starting up. Check the government website for any businesses which are registered limited companies. In this case, you would search for companies registered as private party planners.

► **Justification for your rationale**

The re-branding of Sussex Events is crucial if the business intends to change direction by specialising in private parties. Although the current brand provides an instant indication of the purpose of the business it does have a corporate image and is unlikely to attract local attention as...

...The branding should reflect the party and celebratory aspect of the business and its aim to take the stress out of private event planning. If Sussex Events intends to extend its market lines the branding will also need to reflect events which are associated with more sober occasions such as funerals...

When deciding upon a new branding, the current branding will provide a starting point so that current clients can recognise a connection between Sussex Events and its new proposed name of... Corporate clients are likely to hold private events and know others who might do so, therefore there are opportunities to retain clients although for different purposes.

...The logo to promote the brand should use colours which are... and the logo itself should be meaningful enough to represent all elements of the business: fun or sombre and professional...

You will be able to pick up new ideas by looking at how the competition promotes their services through their website and other media.

This answer shows how you would start to form your marketing plan and includes some key areas you should consider covering.

Activity 2 Answer:

Aim: To expand Sussex Events as the Events Management Specialist for non-corporate clients															
Sussex Events Marketing Campaign [year]															
	April			May			June			July			August		
USP	[Green bar spanning April to June]														
Target market	[Green bar spanning April to June]														
Branding	[Green bar spanning May to June]														
Strapline	[Green bar spanning May to June]														

Note how the actions on the left hand side are taken from the objectives. These are just some of the actions that comprise a marketing campaign – you will add more detail in your example.

The example shown in Gantt chart format just shows an extract of a one year campaign.

The second plan starts to show how the objectives will be met by identifying responsibility, milestones and costs etc.

Aim: To expand Sussex Events as the Events Management Specialist for non-corporate clients							
Sussex Events Marketing Campaign [year]							
	How	Who	Lead	Cost £	Milestone	Success measure	Progress
USP	Identify competitors	MM	SD	500.00	06 June	Limited competition	
	Compare offer	MM	MD	500.00	10 June	USP identified	
Target market	Research	Outsource	SD	7500.00	01 May	Sales growth of 50%	

Legend

Sales Director: SD
 Marketing Manager: MM
 Managing Director: MD

Note how the plan includes a legend (a key) to identify who is taking responsibility as the lead person on each part of the campaign and who is responsible for carrying out the work.

These Gantt charts are one example of how you might start your answer in Activity 2. There are other tools that you could use to develop your budgeted plan. From this initial point you would need to expand your answer, including details of how you would plan and monitor the implementation of your marketing plan.

Further reading and resources

Mortimer, R., Brooks, G., Smith, C. and Hiam, A. (2012) *Marketing for Dummies*, New Jersey: John Wiley & Sons

Websites

- www.cityindex.co.uk/
Information on spread betting and Forex trading in the UK.
- <http://www.worldwideerc.org>
Worldwide ERC is an association of professionals in workforce mobility.
- www.ft.com/global-economy/uk
The *Financial Times* offers information about UK businesses and their positioning in the global economy.
- www.gov.uk/government/organisations/companies-house
Information about limited companies including their trading, profit and loss accounts.
- <http://smallbusiness.chron.com/>
Information, news, features and advice for small businesses.
- <http://www.thisismoney.co.uk/money/news/article-2908159/Sainsbury-s-beats-Asda-2nd-biggest-supermarket.html>
News article from January 2015 on supermarket rankings.