Applied General Assignment Brief

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| **Qualification title** | **Level 3 Certificate/Extended Certificate in Applied Business** |
| **Unit code**  | **K/507/6699** |
| **Unit title**  | **Developing a business proposal** |

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| **Learner name** |  |
| **Tutor/Assessor name** |  |
| **Assignment Title** | **Assignment 2 – Presenting and reviewing a business proposal** |
| **Date assignment issued** |  | **Submission Date** |  |

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| **Performance Criteria** |
|  | **Pass** | **Merit** | **Distinction** |
| **Performance Outcome**PO 3 and PO 4 | P7, P8, P9 and P10 | M6, M7, M8 and M9 |  D4, D5 and D6 |

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| **Tasks** | **Performance criteria covered** |
| Task 1 | P7 |
| Task 2 | M6and D4 |
| Task 3 | P8, M7 and D5 |
| Task 4 | P9 and M8 |
| Task 5 | P10, M9 and D6 |

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| **Submission Checklist (please insert the items the learner should hand in)** | **Confirm submission** |
| Task 1 – completed communication templates (‘Methods ofCommunication’ and ‘Executive Summary’) **and** communications folder |  |
| Task 2 – completed communication materials audit template(‘Communication Materials Audit’) |  |
| Task 3 – completed funding provider communication, content and coherence exercise with supporting evidence |  |
| Task 4 – completed risks and responses template (‘Possible risks faced by the business and responses to them’) |  |
| Task 5 – completed achieving vision and aims template (‘Factors affecting achievement of vision and aims’) |  |
| **Learner - please confirm that you have proofread your submission** |  |
| **Learner Authentication**I confirm that the work and/or the evidence I have submitted for this assignment is my own. I have referenced any sources in my evidence (such as websites, text books). I understand that if I don’t do this, it will be considered as a deliberate deception and action will be taken. |
| **Learner Signature Date** |
| **Tutor declaration**I confirm the learner’s work was conducted independently and under the conditions laid out by the specification. I have authenticated the learner’s work and am satisfied that the work produced is solely that of the learner. |
| **Tutor/Assessor Signature\* Date** |
| *\*Please record any assistance given to the learner beyond the group as a whole even if within the parameters of the specification* |

**For marking purposes only**

**Marking grid**

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| **Performance Criteria (PC) Achieved** | **1stsub\*** | **Resub\*** |
| **Pass** | **1st sub\*****✓ / X\*\*** | **Resub\*****✓ / X\*\*** | **Merit\*\*\*** | **1st sub\*****✓ / X\*\*** | **Resub\*****✓ / X\*\*** |  **Distinction\*\*\*** |  **1st sub\*** **✓ / X\*\*** | **Resub\*****✓ / X\*\*** |  **Number of PCs achieved** |  **Number of PCs** **achieved** |
| P7 |  |  | M6 |  |  | D4 |  |  |  |  |
| P8 |  |  | M7 |  |  | D5 |  |  |  |  |
| P9 |  |  | M8 |  |  |  |  |  |  |  |
| P10 |  |  | M9 |  |  | D6 |  |  |  |  |
| **Total PCs achieved:** |  |  |

***\* Sub= submission and Re-sub=Re-submission (Re-submission column to be completed only if the learner has re-submitted the assignment.***

***\*\* Achieved (✓ ) Not achieved (X). Please tick or cross for each performance criteria (PC)***

***\*\*\* Distinction and Merit criteria can be achieved only where the associated Merit and Pass criteria have been achieved first.***

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| **Tutor summative feedback for learner**(*Note to tutors: this section should focus on what the learner has done well. Where a learner has not achieved a specific performance criterion or is likely to want to improve on a response to a performance criterion, then you may identify the issues related to the criterion, but should not provide explicit instructions on how the learner can improve their work to achieve the outstanding criteria.)\** |
| FeedbackTutor name(print) and date |
| Resubmission FeedbackTutor name(print) and date |

\* All tutor notes should be deleted before the template is used.

**Scenario:**

Having developed your business proposal in assignment 1, you will now present the proposal to funding providers and review it.

You will be required to consider the best ways of presenting the proposal to funding providers, taking into account their preferences and availability. However, irrespective of the channels of communication used, you will be required to deliver concise and logical communication materials. Your funding providers will question both the content and coherence of your business proposal. You will be expected to respond to these queries using appropriate channels of communication.

Finally, you will review your business proposal by considering all the evidence available to you ie from assignment 1, your optional unit and tasks 1 to 3 of this assignment. You will consider factors affecting the possible success of your business proposal and justify changes to it in order to improve the likelihood of its success.

**Evidence required for assignment 2**

* **Present a business proposal to funding providers (PO3)**
* Completed communications templates - ‘Methods of Communication’ and ‘Executive Summary’ (Task 1 – guide time of ½ hour)
* Completed communications folder (Task 1 – guide time of 1 hour)
* Completed communication materials audit template – ‘Communication Materials Audit’ (Task 2 – guide time of 1 hour)
* Completed funding provider communication exercise (Task 3 – guide time of ¼ hour)
* Completed funding provider content and coherence exercise (Task 3 – guide time of 1¼ hours)
* **Review a business proposal (PO4)**
* Completed risks and responses template - ‘Possible risks faced by the business and responses to them’ (Task 4 – guide time of ½ hour)
* Completed achieving vision and aims template – ‘Factors affecting achievement of vision and aims’ (Task 5 – guide time of 1½ hours)

**Activities:**

**Present a business proposal to funding providers (PO3): Task 1**

Your initial task requires you to produce the materials needed to communicate your business proposal (created in assignment 1 and also developed in your optional unit) to funding providers. You should review your evidence from assignment 1 (tasks 5 to 8 in particular, and also contributing evidence from your optional unit) to reflect on what you need to communicate. However, it’s as important for you to think about your communications skills and the ways in which the funding providers would like to receive information. You will create a range of materials to communicate your proposal, but you must produce an executive summary. Your tutor will provide a template for this. Remember that you should be as concise as possible whilst covering key aspects of your proposal’s outline plans. Funding providers want the key information and will not be willing to wade through poorly written and lengthy communications!

You’re required to:

 Complete a communication methods template showing how you intend to use verbal, non-verbal and visual methods to communicate your proposal’s outline plans

 Complete an executive summary template outlining the vision and aims, products and target markets, and viability of your proposal

 Complete a communications folder containing the materials to be used when communicating your proposal to the funding providers (including examples of draft versions and all of the final (proof) versions)

**Task 2**

Having produced your communication materials in task 1, you will now review these materials to ensure that they are needed (‘Rationale’), accurate (‘Content’) and logical (‘Structure and Organisation’. Your tutor will provide a template for this, which also requires you to evaluate the strength of the materials. This means that you will consider what you have said about the

‘Rationale’, ‘Content’ and ‘Structure and Organisation’ of your materials and then evaluate how effective you think your materials are. At this stage, you may want to amend some of your materials, if you have spotted problems with them. Make sure you have reviewed all of your communication materials as your funding providers won’t accept clumsy communication!

You’re required to:

* Complete the first half of a communication materials audit template explaining the rationale of the content, structure and organisation of the materials produced in task 1 (communications folder)
* Complete the second half of a communication materials audit template evaluating the strengths of the materials produced in task 1 (communications folder)
* Amend the materials in your communications folder as necessary.

**Task 3**

Having thoughtfully completed tasks 1 and 2, you are now required to present you proposal to funding providers **and** respond to their questions and concerns. You will use **appropriate** communication channels when presenting your proposal to the funding providers. This won’t necessarily mean a face-to-face presentation. For example, you could email materials to the funding providers. However, if you choose not to use face-to-face communication, you will need to produce interactive materials eg an electronic presentation, perhaps with hyperlinks to attached pdf or office files detailing aspects of the proposal. Your funding providers will ask questions (at least **three**) about the content of your business proposal and you will need to respond to these using evidence from assignment 1 (probably tasks 5 to 8) and your optional unit. They will then also ask you to respond to concerns (at least **two**) they have about the **coherence** of your proposal. Remember that in assignment 1 you had to consider this yourself (task 8), so be ready to respond to these concerns with evidence from that assignment!

You’re required to:

* Communicate your business proposal to funding providers using the materials in your communications folder and appropriate methods of communication. This should be evidenced by a witness statement describing how you communicated your proposal to funding providers (to be completed by your tutor)
* Provide responses to at least **three** funding provider questions on the **content** of your business proposal. This should be evidenced by a record of the funding provider questions and your responses. These responses should be supported by appropriate evidence from assignment 1 and your optional unit
* Provide justified responses to at least **two** funding provider concerns about the **coherence** of your business proposal. This should be evidenced by a record of the funding provider concerns and your justified responses. These responses should be justified using evidence from assignment 1 and your optional unit.

**Review a business proposal (PO4): Task 4**

Time for you to reflect! Tasks 1 to 3 of this assignment put you in a position where you really had to

think about the viability of your business proposal (created in assignment 1 and developed through your optional unit). Taking into account all of your evidence created to date, including that related to your interactions with funding providers, you will now consider the possible **risks** facing your business **if you implemented your proposal**. The important thing here is for you to think about what might stop you making a success of your business. Your tutor will provide you with a template for this thinking. Make sure you use all of the evidence available to you. You might need to gather some new information, but you should rely mainly on your existing evidence. Whatever risks you describe (**four** as a minimum), make sure you then think about how your business could respond to them. Use the template to record your thoughts.

You’re required to:

* Complete a risk and responses template:
	+ - Describing **four** possible risks faced by the business if your proposal was implemented
		- Analysing possible responses to these risks

**Task 5**

As a final review of your proposal, including aspects developed through your optional unit, you are required to consider **three** factors affecting the ability of the proposal to achieve its vision and aims. These factors should relate to one or more of achieving sales, acquiring human resources and leading/empowering human resources. Again, your tutor will provide a template for this. The template also requires you to analyse, recommend and justify changes to your business proposal. These change should be capable of improving the ability of the proposal to achieve its vision and aims. You’ve come a long way since starting unit 5’s assignment 1, completing the assignments for your optional unit and communicating your proposal to funding providers – take time to reflect on all of the evidence available to you and make your **final** adjustments to one or more of your marketing, operations and human resources plans. Well done!

You’re required to:

* Complete achieving vision and aims template:
	+ Describing **three** factors affecting the ability of your business proposal to achieve its vision and aims
	+ Analysing potential changes to your business proposal (assignment 1) in order to improve its ability to achieve its vision and aims
	+ Recommending and justifying changes to your business proposal (assignment 1) to improve its ability to achieve its vision and aims