

# **T Level Technical Qualification in Digital Business Services**

Employer set project (ESP)

## **Core skills**

Digital Business

Project brief - Task 1

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# Core skills

## Project brief

Digital Business

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## Student instructions

- read the project brief carefully before starting your work
- you must work independently and make your own decisions as to how to approach the tasks within the employer set project
- you are permitted to bring in and use your own research, carried out in response to the pre-release task, to the supervised sessions but these must be checked for suitability by your tutor.
- you must clearly name and date all of the work that you produce during each supervised session
- you must submit all of your work to a secure area provided by your tutor at the end of each supervised session following the instructions for each task
- you must not work on the assessment in between supervised sessions
- some tasks will permit the use of the internet for specific reasons – this information will be provided, where relevant, in the additional guidance section for each task

## Student information

- this employer set project will assess your knowledge, understanding and skills from across the core content of the qualification
- tasks 1 and 3 will also assess your English and task 3 will assess your digital skills
- in order to achieve a grade for the core component, you must attempt both of the external examinations and the employer set project
- the combined marks from these assessments will be aggregated to form the overall core component grade (A\* to E and U) – if you do not attempt one of the assessments, or fail to reach the minimum standard across all assessments, you will receive a U grade
- the maximum time you will have to complete all tasks for this employer set project is 15 hours:
  - your tutor will explain how this time is broken down per task and will confirm with you if individual tasks need to be completed across multiple sessions
- at the end of each supervised session, your tutor will collect all employer set project assessment materials before you leave the room
- you must not take any assessment material outside of the room, for example, via a physical memory device
- you must not upload any work produced to any platform that will allow you to access materials outside of the supervised sessions (including email)
- you can fail to achieve marks if you do not fully meet the requirements of the task, or equally if you are not able to efficiently meet the requirements of the task

## Plagiarism

Plagiarism may result in the external assessment task being awarded a U grade.

## Presentation of work

- all of your work should be completed electronically using black font, Arial size 12pt, and within standard border sizes unless otherwise specified
- all your work should be clearly labelled with the relevant task number and your student details and be legible, for example, front page and headers
- electronic files should be named using the following format: Surname\_Initial\_learner number\_evidence reference, for example, Smith\_J\_123456789\_Task1 for identification purposes – where evidence reference is shown, this should be replaced with the task number for which the work reflects and saved in a .pdf format
- all pages of your work should be numbered in the format 'page X of Y', where X is the page number and Y is the total number of pages
- you must complete and sign the External assessment cover sheet (EACS) – declaration of authenticity form and include it at the front of your assessment task evidence when it is submitted
- you must submit your evidence to the secure area at the end of each session

## Brief

You are working as a digital data technician for the manufacturing firm Stay Cool. You have joined the team who are focused on planning for the launch of a new product.

Stay Cool is a manufacturer of camping equipment. The business has operated in the UK for over 50 years, selling high-quality products. It has mainly supplied retailers, but in the last 10 years it has started selling directly to the public through an e-commerce site. The business operates from one site in Liverpool, producing goods and co-ordinating deliveries to clients in the UK and abroad.

The main aim of the business is to enter new markets. A key objective supporting this aim is to launch a new range of products aimed at families and young people who might be interested in a camping holiday in the UK. The business owners are keen to appeal to a broad range of potential customers. Another important objective is to build up their customer database to support customer relationship marketing activity in the future. Ultimately, the business owners want to enter a number of market segments with product ranges that are tailored to the needs of consumers. The owners see this as an important way of increasing the revenues earned by the business.

Stay Cool have a large amount of data on their manufacturing and sales processes, including:

- sales figures – for retail and wholesale orders
- customer data – contact details for private and business customers
- production data – details of the quality assurance of different products

Stay Cool have commissioned a survey of potential customers to find out about their attitudes to 'staycations'. This will be carried out within the next month.

The management of the business use a data dashboard to monitor key performance indicators (KPIs). The current trend in sales figures is a 125% increase in the number of wholesale orders and a 200% increase in the number of online orders.

The owners of the business want you to explain how their internal data, and appropriate data from external sources, could help them plan the launch of their new range.

You should focus on how Stay Cool will be able to appeal to new market segments and increase the value of sales. This should be ready for the launch of the new line in October of this year.

# Task 1

You must read the information on all pages provided for this task before starting your response.

(18 marks)

This includes 2 marks for English skills

## Scenario:

You have been asked to contribute to a planning meeting with other data technicians who work for Stay Cool. The issues that need to be considered in the planning meeting include:

- the business context of Stay Cool
- appropriate methods of analysing data
- risks of storing and analysing data
- key influences on the success of the launch of the new range
- internal and external stakeholders in the project
- main aims and objectives of the project

Your line manager would like you to assess the project considerations and potential risks, alongside the detail provided in the brief, and provide your input to the project. Your line manager has sent you a summary of the main risks and considerations. These are shown in Table 1.

**Table 1**

Risks	Considerations
<ul style="list-style-type: none"><li>• new product lines may not appeal to target customers</li><li>• manufacturing problems may delay product launches</li><li>• sales may be below target levels</li><li>• government restrictions on travel may be introduced</li></ul>	<ul style="list-style-type: none"><li>• ensuring data sets are ready for analysis</li><li>• collating relevant data for analysis</li><li>• removing irrelevant items from datasets</li></ul>

You should create a Gantt chart (project management tool) for what you consider to be the most effective way of structuring the project, and then update your line manager by providing an email response that justifies your decisions.

You have been given data to use to produce your Gantt chart, shown in Table 2:

**Table 2**

Task Identifier	Task Description	Predecessor Task	Time (days)
1	Hold review meeting and set goals	–	1
2	Clean data	1	2
3	Analyse data	2	5
4	Sign-off meeting	3	1
5	Manufacture stock	4	21
6	Plan marketing activity	4	12
7	Launch marketing campaign	6	4
8	Launch product range	7	1

## Instructions for students

Using the information provided above and in the brief, you should create a Gantt chart that structures the order of the project considerations. You then need to email your line manager, using the provided template, with your justifications for your decisions.

1. Your Gantt chart should (8 marks):
  - demonstrate what you consider to be the most efficient order to consider the project tasks
  - have an effective design and communicate the project dependencies
2. Your email should (8 marks + 2 marks for English skills):
  - provide justification for the order of project tasks presented in the Gantt chart
  - explain any project dependencies
  - explain any potential risks and issues that your decisions could have on the end project

## Evidence requirements

A Gantt chart submitted at the end of task 1 in a .pdf format.

An email, using the template provided, saved in a .pdf format.

A copy of your internet browsing history, saved in a .pdf format.

When you have completed this task, you should save in a .pdf format, and name your file:

- Surname\_Initial\_learner number\_evidence reference, for example: Smith\_J\_123456789\_Task1

## Additional guidance

You will be provided with your pre-release research at the start of this task for reference only.

Internet access is available for this task to allow you to use online resources to help you create your Gantt chart, if needed. A copy of your internet browsing history must be submitted as part of your evidence for this task.

You will be provided with an email template for this task.

You will have access to a word processing application or other suitable software to enable you to complete this task.

On completion of the task, you should save your Gantt chart and email in a .pdf format before submitting to a secure area. Your tutor will provide you with further details.

The evidence for Task 1 will be marked in this form; however, you will be able to refer to your submitted work for future tasks where relevant.

Access to previous class notes/teaching materials is not permitted.

All the materials from the pre-release and the brief will be available throughout the duration of task 1.

You are permitted to have up to a maximum of 15 minutes rest break during this task. This must be supervised.

## Time for completion

Maximum of 3 hours.

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## Document information

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