

External Assessment

NCFE Level 2 Certificate in Business and Enterprise (601/0048/5)

Marketing for business and enterprise

Paper number: Sample

Assessment window: This is not a live paper

This booklet should be used for Tasks 2, 3, 4, 5 and 6 only.

Centre name		Centre number	
Full Name		Learner number	

Learner declaration:

I confirm that the work contained in this external assessment is all my own work.

I have not copied work from anyone else.

I have not copied work directly from handouts/internet/textbooks or any other publication.

If I have used a quote, then I have referenced this appropriately.

My full name above is my registered name with NCFE.

Learner's signature:

Date:

Time allowed

4 hours to complete Tasks 2, 3, 4, 5 and 6.

Instructions for learners

- Read the paper carefully and make sure you understand all of the instructions before you start work.
- Complete your name and learner number, and your centre name and number on the front of this external assessment paper.
- You must complete **all** parts within each task in order to address all the assessment criteria. You cannot achieve a Pass grade unless you meet the required standard for **all** the assessment criteria.
- Write your responses to the tasks in the spaces provided. If you need more space, you may use extra paper. Make sure any extra paper is labelled clearly with your name, centre number and learner number and is securely attached to this assessment.
- All the work you submit for the external assessment must be clearly identified with your name, your centre number, your learner number and the task number so that the Examiner is able to grade it.
- All of the work you submit must be your own.
- All work for this external assessment must be completed at your centre within the invigilated timed session.

Guidance for learners

- Make sure you're familiar with the assessment criteria and grading descriptors for this unit. These are included along with the tasks in this external assessment paper. If you're aiming for a merit or distinction, it's important that you're familiar with what these grades require as you work through the tasks
- Read the tasks carefully and make sure that you understand:
 - what you need to do to complete the assessment
 - what you need to submit
 - how much time you need to allow for each task.
- The Invigilator will explain where you will save your work between each external assessment session.

Resources

- You may use all of the material given within this external assessment paper but no other resources should be taken into the examination room
- You're **not** allowed to use the internet during the external assessment.

Case Study

Before you attempt Tasks 2 – 6 you must read the case study below and relate this to your responses. You may also use your knowledge of other businesses or enterprises to illustrate your responses.

Hart's

Target Markets

Hart's is a 100 year old family owned farm based in North Lancashire. Their main product is potatoes, but they also grow root vegetables such as beetroot and parsnip. These are sold and delivered regularly in small quantities to most local restaurants and small retailers under the brand name SupaDupa Veg.

On a larger scale the farm also sells and delivers their SupaDupa Veg to some major supermarkets and manufacturers of mass-market crisps (e.g. Walkers and Golden Wonder). These customers are happy to renew the contract every year. Deliveries to the supermarket and manufacturers are less frequent than to the local restaurants.

The Harts use one of their units on the farm to produce 'hand crafted' crisps. Sales of these crisps account for 5% of all sales and this figure is rising steadily. The people who buy and eat the crisps are health conscious. Research shows that they are prepared to pay a premium price for a product they believe is better quality and tastier than the usual crisps. These customers are predominantly in the UK and are in the socioeconomic groups A, B and C1. Hart's also export a small quantity of these 'hand crafted' crisps.

Hart's most recent product development, The Posh Crisp, is a triple thick, gift quality crisp. These are intended for special occasions so are packaged in decorative boxes and sold online.

The oldest of the Hart children, Chris, develops recipes using the vegetables grown. The recipes and photographs of the dishes are available on the farm website. Chris also runs very popular cookery courses using recipes from the website. These events are most popular with people living within easy travelling distance of the farm.

(case study cont'd on next page)

Case Study (cont'd)

The Hart family are very aware that many children do not have the opportunity to see how a farm works or where food comes from. Wednesday mornings are set aside for secondary school groups who enjoy a visit to the farm which includes a tour, an Ask the Farmer session and a range of activities providing information on, healthy eating, farming and food production and environmental and sustainability issues (including food miles). Children can also plant, pick, taste and cook the crops. Refreshments however are not provided. Some schools book this visit every year.

The farm also takes part in Open Farm Sunday once a year when anybody who wishes to can visit the farm. This is especially popular with families who have young children. Hart's provide a number of activities suitable for small children and an opportunity to buy lunch.

Sample

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Assessment criteria	Pass	Merit	Distinction
2.2 Compare the different needs of the target markets for an organisation	Learners will compare the different needs of the target markets for an organisation	Learners will compare in detail the different needs of the target markets for an organisation	No distinction criteria for this AC

Sample

Market Research

The Hart family are continually looking at new ways to develop their business. Therefore they regularly carry out primary and secondary market research to collect both quantitative and qualitative data.

To improve the cookery courses, Chris conducts surveys on the website and asks customers to complete end of course questionnaires, rating the course on a scale of 1-5. Chris also visits many trade fairs and likes to keep up to date with what is trending in the retail and restaurant market by conducting surveys during these events.

Mr Hart enjoys reading newspapers and industry magazines such as 'The Potato Grower', which provides the latest industry news and details on competitors' promotions. He also purchases reports from Mintel to gain more intelligence into market data, industry changes, competitor profiles, future opportunities and consumer trends. He regularly looks at competitor websites such as Tyrells, to check out their products, services, prices, position within the market and their financial data.

Chris frequently:

- interviews restaurant owners to see if they want other services such as ready washed and peeled potatoes or more frequent deliveries.
- contacts schools to see what services they would like provided and what special arrangements would need to be in place for children.
- arranges focus groups made up of the people who buy their crisps, asking their opinions on packaging and taste, as well as new flavours such as sweet potato.

Task 3

Your work in Task 3 must address assessment criterion 2.3 which is given at the end of the Task.

3. **Describe** some of the primary and secondary methods Hart's have used to research their target markets.

(You may wish to discuss how primary and secondary research has been used to collect quantitative and qualitative data, the difference between quantitative and qualitative data and why both are needed. You could also discuss some of the advantages and disadvantages of these methods and how they can improve their market research.)

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PROUD SPONSORS OF:

- Lancashire School Games
- Lancashire Road Athletics

It's been another busy month at Hart's and it's been great to see many of our local school children having a wonderful time on our farm learning about their environment and the food they eat.

DID YOU KNOW WE OFFER EDUCATIONAL VISITS?

Our programs are fun and full of hands on activities, easily adaptable to various areas of the national curriculum.

We believe all school children should have the opportunity to visit therefore our prices are kept low for schools.

- Whole day £5.50 + VAT per pupil
- Half day £4.00 + VAT per pupil
- Supervising adults are free
- *Lunch not included*
- *Suitable for 11-16 year olds*

EXTRA CRUNCH

Have you heard about our 'hand crafted' crisps made here on our farm and sold in most major supermarkets?

Try our new flavours!

- **Mature cheddar and red onion**
- **Maple barbeque**
- **Ham and English mustard**

**Introductory price £1 normal price £1.99 per bag*

Or if you are looking for something a little different why not try our **POSH CRISPS?** Perfect for a gift and stylishly packaged £3.

YOU SAY, WE LISTEN

- Our local chefs requested ready peeled potatoes and I'm pleased to announce that we now offer this service at a small extra cost. Many restaurants are already taking advantage of this service.
- Due to feedback we now grow specific varieties of potatoes for local chefs. At no extra cost!
- We still offer free delivery!
- Our newest product – multipacks of crisps are now on sale at two 4 one. Short time only!

Thank you to everyone who attended my cookery courses. We had such fun preparing recipes from my cookbook, using ingredients from the farm. I look forward to seeing you back again soon!

Course information

- £110 (free recipe book included)
- 10am until 4.30pm
- All bookings must be made in advance
- Maximum class size 10

WE'RE NOW IN PRINT!

I'm pleased to announce my new cookbook is available to buy for £4 in all good book stores and our website. Recipes still available FREE on our website.

NEXT MONTH

- Come and see us at the Lancashire trade fair!
- We're looking forward once again to host many local chefs at our cookery demonstrations.
- It's also time for our annual Food4Thought event. A networking event with local, national and international food journalists and bloggers and we will also be showcasing our new crisp flavours and recipes.
- We are also very excited with our new advert soon to be seen in many local, national and international magazines.
- Due to popular demand! Visit us FREE next weekend at our Open Farm Day. The perfect family day out!

COMPETITION TIME

Tell us about a new flavour to win a year's supply of crisps and have your flavour promoted in our product range for 6 months. What are you waiting for? Enter NOW through our website, Facebook and Twitter page.

FIND OUT MORE

Visit us at www.supaspuds.co.uk for regular updates, our blog, links to video clips and to receive our monthly newsletter and information about new products.

CONTACT US Email supaspuds@gmail.com



We'd love to hear your feedback!

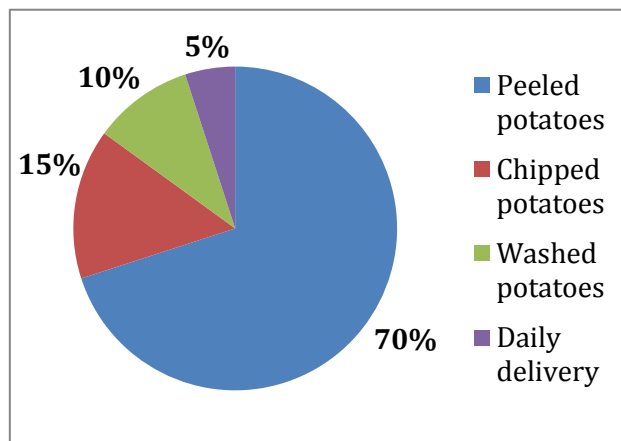
Mrs Hart

Marketing methods

From their research Hart's have gained a lot of information. Mintel research shows that sweet potato came top of the list as an alternative ingredient to standard potatoes used in crisps, and an article in the Grocer showed that the sales of Tyrrells crisps has increased by 16.7% in the last year despite a rise in selling price.

Many of Chris's customers suggested publishing a cookbook showing recipes and pictures and since its launch there has been a steady stream of sales. Customers living outside the local area expressed an interest in a weekend course to include: the cookery course, dinner, bed and breakfast and one of the cookery books. Chris is considering this option. Chris's primary research suggests customers would be prepared to pay £250 per person for this package.

Chefs at local restaurants were surveyed about new products/services. The results are shown below. They also confirmed they would be prepared to pay extra for new services.



Chefs from local restaurants also specified that they would prefer specific varieties of potatoes. At the request of local chefs and if there is sufficient demand, the Harts will grow specific varieties of potatoes on request. They do not charge an additional price for this and see it as a unique selling point.

Chris often sends a leaflet to schools to let them know about the farm visits on offer. This leaflet is also available on their website, Facebook and Twitter pages. It has not attracted many schools but once a school has made a visit, they often immediately book again for the following year.

Three years ago they ran a television advertising campaign but chose not to do this again. It was very expensive and they could not be sure it was reaching their target market. Despite an increase in sales, this did not cover the cost of the advertisement.

Hart's Food4Thought events are also very popular. They provide an opportunity to network with local, national and international food journalists and bloggers and to showcase their new crisp flavours and recipes.

Sample

What you need to hand in after your external assessment

At the end of the timed external assessment you'll hand in the following to your Invigilator:

- this external assessment paper.
- any extra paper you have used, securely attached to this assessment paper.

Make sure that

- all your work, including any extra paper, is clearly identified with your name and number and your centre name and number.
- you've signed the learner declaration on the front page of this external assessment paper.

If you have completed this assessment on a computer, your work must be printed out and attached to this external assessment. You must not submit any electronic evidence.

**This is the end of the external assessment.
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