

NCFE Level 1/2 Technical Award in Business and Enterprise (603/2955/5)

Internal Synoptic Project

December 2018

Centre instructions

- To be given to learners on or after 17 December 2018.
- This internal synoptic project is intended for those learners who will be claiming their certificates in summer 2019 only.

Learner instructions

- Read the project brief carefully before you start the work.
- You must clearly identify all of the work you produce during the supervised time.
- You must hand in all of your work to the supervisor at the end of each session.

Learner information

- This internal synoptic project will assess your knowledge and understanding from across the qualification.
- The completion time for this internal synoptic project is 21 hours.
- All of the work you submit must be your own.

Please complete the details	below clearly and in BLOCK CAPITALS.	
Learner name		
Centre name		
Learner number	Centre number	

Project Brief

CFK Fast Food

CFK Fast Food is a small but popular fast food chain selling healthy chicken on two high street locations and in a shopping centre. They are currently based in one city and have three outlets in their chain. Their main target market is young adults wanting 'grab and go' style healthy food, making health-promoting diet and lifestyle choices a priority.

They serve a variety of food but are keen to introduce seasonal items such as their BBQ Road Trip Summer Flatbread, Winter Warmer Chicken Snow Burger and Spring Chicken Sub.

They have decided that previous promotional campaigns were not successful and were not aimed at the right customers or placed in the correct locations.

To help ensure success, CFK Fast Food will review their operations and implement a recruitment drive to guarantee stores have enough well-trained staff who understand customer needs and can push sales of the new product ranges.

CFK Fast Food will need help to gain funding for their new menu promotion and ensure that predicted costs and income will be worth the extra investment and advertising. You have been provided with forecasted financial information to review on the following pages:

- Appendix 1 on page 7
- Appendix 2 on page 8.

Finally, CFK Fast Food will need to do detailed business planning to successfully gain new investment and funding.

Learner log and project evaluation

As you work through the project, you are **required** to keep a learner log to record your approach. You should include:

- how you prepared
- what resources you used
- how you managed your time.

You **must** use your completed learner log to carry out an evaluation of the project.

Evidence

You are required to submit the following for assessment:

A business plan to present to CFK Fast Food potential investors. The following sections should be included:

- **Section 1 –** company description
- Section 2 marketing analysis
- Section 3 marketing
- **Section 4 –** people and operations
- Section 5 financial plan
- Section 6 your learner log, including your evaluation.

Types of evidence

Below is a list of suggested types of evidence that you could include:

- written/word-processed documents
- presentations
- diagrams
- annotated evidence
- posters
- leaflets
- video/audio evidence
- spreadsheets
- graphs.

During the project, you will need to refer to the 'Project Brief' to obtain information.

Assessment objectives

The internal synoptic project is a formal assessment that will contribute 60% towards your overall qualification grade and therefore it is important that you produce work to the highest standard that you can.

You will be assessed on your ability to independently select, apply and bring together the appropriate knowledge, understanding, skills and techniques you have learnt throughout your course of study, in response to a brief set in a real-world situation.

The internal synoptic project will be assessed holistically against five integrated assessment objectives. These assessment objectives and their weightings are shown below.

Assessment Objective	% weighting
AO1 – Recall knowledge and show understanding	
The emphasis here is for learners to recall and communicate the fundamental	10%
elements of knowledge and understanding.	
AO2 – Apply knowledge and understanding	
The emphasis here is for learners to apply their knowledge and understanding	15%
to real-world contexts and novel situations, including finding creative solutions.	
AO3 – Analyse and evaluate knowledge and understanding	
The emphasis here is for learners to develop analytical thinking skills to make	20%
reasoned judgements and reach conclusions.	
AO4 – Demonstrate and apply technical skills and processes	
The emphasis here is for learners to demonstrate the essential technical skills	45%
relevant to the vocational sector, by applying the appropriate processes, tools	43 /0
and techniques.	
AO5 – Manage and evaluate the project	
The emphasis here is for learners to develop the necessary skills of	10%
forethought, time management, self-reliance and self-reflection.	

Grading descriptors

The assessment for each AO is broken down into bands, with each band having an associated descriptor indicating performance at that band.

Assessors must make a judgement using all of the evidence you produce to determine the assessment decisions for the internal synoptic project.

The internal synoptic project requires effective use of integrated knowledge, understanding and skills from across the full breadth of the qualification content.

AO1 Recall knowledge and show understanding			
Band	Descriptors		
3	Learners recall and communicate comprehensive knowledge and understanding from a wide range of business and enterprise principles.		
	Subject-specific terminology is used accurately and consistently throughout the project.		
2	Learners recall and communicate some knowledge and understanding from a range of business and enterprise principles.		
	Subject-specific terminology is used accurately on occasion.		
1	Learners recall and communicate basic knowledge and understanding from a limited range of business and enterprise principles.		
	Subject-specific terminology is basic and inconsistent .		
NYA	No rewardable material.		

AO2 Apply knowledge and understanding		
Band	Descriptors	
3	Learners accurately apply knowledge and understanding of business and enterprise principles which is relevant to the context and situation.	
2	Learners' application of knowledge and understanding of business and enterprise principles is mostly accurate and has some relevance to the context and situation.	
1	Learners' application of knowledge and understanding of business and enterprise principles is of limited accuracy and relevance to the context and situation.	
NYA	No rewardable material.	

AO3 Analyse and evaluate knowledge and understanding			
Band	Descriptors		
3	Learners critically analyse and evaluate selected data and information, systematically judging and reaching reasoned and valid conclusions.		
2	Learners appropriately analyse and evaluate selected data and information, judging and reaching suitable conclusions.		
1	Learners respond simply to data and information and provide comments.		
NYA	No rewardable material.		

AO4 Demonstrate and apply technical skills and processes		
Band	Descriptors	
3	Learners have demonstrated and applied relevant business and enterprise skills effectively by applying and using appropriate processes, tools and techniques.	
	Learners have demonstrated and applied business and enterprise skills to develop a complete and effective outcome.	
2	Learners have demonstrated and applied mostly relevant business and enterprise technical skills by applying and using mostly appropriate processes, tools and techniques.	
	Learners have demonstrated and applied business and enterprise skills and processes to develop a mostly complete and working outcome.	
1	Learners have demonstrated and applied basic business and enterprise technical skills by applying and using processes, tools and techniques in a limited way .	
	Learners have demonstrated and applied business and enterprise skills and processes to develop a partially complete outcome.	
NYA	No rewardable material.	

AO5 Manage and evaluate the project				
Band	Descriptors			
3	Learners have managed the project, including preparation and planning of a wide range of project stages, time frames and resources.			
	Learners have evaluated a range of their approaches, skills and accomplishments.			
2	Learners have managed the project, including preparation and planning of a range of project stages, time frames and resources.			
	Learners have evaluated some of their approaches, skills and accomplishments.			
1	Learners have managed the project, including preparation and planning of a limited range of project stages, time frames and resources.			
	Learners have commented on some of their approaches, skills and			
	accomplishments.			
NYA	No rewardable material.			

Appendix 1

CFK Fast Food			
Income statement for the y	rear ending 31 December 2018		
	£	£	
Sales	157,000		
Net sales		157,000	
(Less) Cost of sales			
Opening stock	10,000		
Add purchases	75,000		
Less closing stock	7,000		
Cost of sales		78,000	
Gross profit		79,000	
Expenses			
Wages	36,000		
Heat and light	3,000		
Cleaning	500		
Advertising	1,000		
Rent	16,000		
Rates	2,000		
Miscellaneous	600		
Total expenses		59,100	
Net profit		19,900	

Appendix 2

CFK Fast Food				
	Balance sheet at 31 December 2018			
	£	£	£	
Fixed assets				
Land and buildings			50,000	
Fixtures and fittings			16,300	
Equipment			<u>32,000</u>	
			98,300	
Current assets				
Stocks		12,000		
Debtors		8,000		
Cash		<u>750</u>		
		20,750		
Current liabilities		$\Delta'U$		
Creditors	7,500			
Overdraft	3,650			
		11,150		
Net current assets			9,600	
Long term liabilities				
Bank loan		8,000		
Mortgage		30,000	38,000	
Net assets			69,900	
Fire and by				
Financed by		05 000		
Capital	20.000	35,000		
Profit for year	39,900			
Drawings	5,000	00 000		
		69,900		

This is the end of the internal synoptic project.