



## The Classroom Based Assessment (CBA 1)

Over a four-week period

You are required to work in groups of three/ four people over this four-week period to complete the Classroom Based Assessment which will be based on the **Enterprise in Action strand**.

You are required to work with your classmates, each student will also make an individual contribution and you will be required to produce your own evidence through your research and reflection write-up.

### **What do you have to do??**

Your group must develop a new business idea (product or service) that you feel has the potential to be a success. It can be a new product/service or one which already exists but can be changed in order for it to be more successful. For example you could develop a new product that does something an existing product doesn't and you think would solve a problem for a consumer or create a brand new type of product that does not currently exist.

## You must complete 5 steps:

### 1. Conduct the research.

In your group brainstorm together ,generate an idea that everyone agrees on. In your group you must work together and communicate in an effective manner.

When you agree as a team on an idea, the next stage is to gather the information by conducting research. The research can be done through field (primary) research and/or some desk (secondary) research. For example through:

- Interviews
- surveys
- online surveys within the class
- Online research
- Through Newspapers and Magazines.

**Each person must conduct his or her own research and keep a record of this research**

## 2. Evaluate the information.

Each student should now examine all the research that they have collected and summarise it. Then your group should come together to examine all the information that each member has gathered. Some questions to consider:

- Should we modify/change our idea based on the research that we have done?
- Is there a market for this enterprise/product?
- Have we conducted enough research?
- Is our research bias?

## 3. Develop the Action Plan

Next you will use your analysis of the research findings to develop an action plan (business plan). It should include the following: (this is presented on a poster or a powerpoint)

- Description of the product/service
- A description of the USP of the product/service.
- The Marketing Mix for the product/service
  - Product
    - What is the product?
    - Where will we source it from?
    - How will it be packaged?
  - Price
    - How much will we sell it for?
    - How much does it cost us per unit?
    - Why pricing strategy will be used?
  - Place
    - Where will we sell it?
    - Will we sell in a shop or online or both?
  - Promotion
    - How will we make consumers aware of our product?

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- What types of promotion will we use and why?

#### 4. Report your Findings

- To complete the classroom based assessment each group must submit evidence of their work . This will be through powerpoint or a poster. Only one submission is required per group.
- What should it include:
  - An introduction to the project.
  - Evidence of individual student research (the template provided)
  - All the four points in the action plan above. (4 P's)
  - A conclusion and some recommendations.
  - The student reflection of each group member (template provided)