



Le Chéile Secondary School

## 2nd Year Business Classroom Based Assessment

	Research	Evaluation of Research	Action Plan	Presentation	Individual Reflection
Exceptional	<ul style="list-style-type: none"> <li>● Highly effective research methods (both field &amp; desk research)</li> <li>● High Level of analysis of findings (a nice display of all your findings)</li> </ul>	<ul style="list-style-type: none"> <li>● High level of evaluation on findings (compare what you found against what you expected)</li> <li>● highlighting different points of view (quotes of what you found)</li> <li>● credible sources of information (where did you get the information? is it biased)</li> <li>●</li> </ul>	<ul style="list-style-type: none"> <li>● Action Plan is creative (do you have a variety of displays?)</li> <li>● It is based on evidence</li> </ul>	<ul style="list-style-type: none"> <li>● High level of information</li> <li>● Using different formats, written &amp; visual (little room for improvement)</li> </ul>	<ul style="list-style-type: none"> <li>● Reflection should clearly describe the students role</li> <li>● How they engaged in the group</li> <li>● An area of improvement</li> </ul>
Above Expectations	<ul style="list-style-type: none"> <li>● Effective research methods</li> <li>● Good Analysis of findings</li> </ul>	<ul style="list-style-type: none"> <li>● Evaluation is of good quality &amp; are from credible sources</li> </ul>	<ul style="list-style-type: none"> <li>● Evidence based judgement</li> <li>● high standard</li> </ul>	<ul style="list-style-type: none"> <li>● Presented in clear and organised manner</li> <li>● room for some improvement</li> </ul>	<ul style="list-style-type: none"> <li>● Shows how the student fully engaged in each stage</li> <li>● Reflects on his/her own experiences</li> </ul>
In Line with Expectations	<ul style="list-style-type: none"> <li>● Acceptable research methods</li> <li>● Lack of depth in analysis</li> </ul>	<ul style="list-style-type: none"> <li>● Evaluation is sufficient but doesn't take into account different viewpoints</li> </ul>	<ul style="list-style-type: none"> <li>● completed to good standard</li> <li>● reasonably good judgement</li> </ul>	<ul style="list-style-type: none"> <li>● Project has some omissions but is presented in an organised manner</li> </ul>	<ul style="list-style-type: none"> <li>● Some evidence of how he/she engaged</li> <li>● Personal reflections are limited</li> </ul>
Yet to Meet Expectations	<ul style="list-style-type: none"> <li>● Ineffective research methods</li> <li>● Little data findings</li> </ul>	<ul style="list-style-type: none"> <li>● Evaluation is poor and has no consideration for the different points of view</li> </ul>	<ul style="list-style-type: none"> <li>● Judgement is based on evidence but it is flawed &amp; unreasonable in areas</li> </ul>	<ul style="list-style-type: none"> <li>● Basic information</li> <li>● lacks clarity</li> <li>● omits important points</li> </ul>	<ul style="list-style-type: none"> <li>● Shows limited engagement in the project</li> <li>● Personal reflection is very narrow</li> </ul>

## Classroom Based Assessment

### Enterprise in Action

Each group are required to invent a product, it must be a food or a drink - IT MUST BE REALISTIC

#### Task 1

Generate a concept or idea for a product - Brainstorm in your group.

#### Task 2

Create a prototype for your product - this will be the packaging of your product. You can create physical packaging or create one using an app or drawing.

#### Task 3

Carry out research in relation to your product (take into account both **field** and **desk** research).

Collect all your data.

Analyse your data.

Identify your target market & market segment

#### Task 4

Carry out an analysis based on the five P's of marketing. State, Explain and give an example for each P.

Based on your research ask yourself the following questions

1. Should we modify/change our idea based on the research?

Target Market

Market Segments

You  
need to decide  
what are the main  
parts of each

Field & Desk  
Research  
Interviews  
surveys  
online research  
newspapers  
Field visits (shops,  
factories etc.

Make sure you  
go through each of  
the 5 P's

2. Is there a market for this business? i.e do you think people will buy it.
3. Will we be able to generate income or profit from the business?

#### Task 5

Identify which is the best channel of distribution for your product - outline the different possibilities.

Create a SWOT analysis for your product

#### Task 6

Is the product feasible (ie can it be brought to market?) . Explain your reasons either way

#### Task 7

Develop your business Action Plan - this is a report outlining everything about your business

You should lay it out as follows:

1. Product:

- A. Outline your thoughts about the product when you initially went into your group and how you came to your decisions (past) -
- B. Next you should highlight what your research found (present)
- C. How will you change your product in the future based on A & B (future)

2. Packaging:

- A. Outline your thoughts about the packaging when you initially went into your group and how you came to your decisions (past) -
- B. Next you should highlight what your research found in relation to your packaging (present)
- C. How will you change your packaging in the future based on A & B (future)

### 3. Price

- A. Outline your thoughts about the price when you initially went into your group and how you came to your decisions (past) -
- B. Next you should highlight what your research found in relation to your price (present)
- C. How will you change your price in the future based on A & B (future)

### 4. Promotion

- A. Outline your thoughts about the price when you initially went into your group and how you came to your decisions (past) -
- B. Next you should highlight what your research found in relation to your price (present)
- C. How will you change your price in the future based on A & B (future)

### 5. Place

- A. Outline your thoughts about the price when you initially went into your group and how you came to your decisions (past) -
- B. Next you should highlight what your research found in relation to your price (present)
- C. How will you change your price in the future based on A & B (future)

Product  
What will your Product:  
look like ?  
Taste like (ingredients)?  
Feel like?  
What is the products USP?

Packaging  
What packaging will you use?  
What will it look like?  
Will it protect the product?  
What material will it be made out of?  
Where can you different materials?

Promotion  
Where will you promote your  
product?  
How do similar businesses  
promote their products?  
Where would consumers like it to  
be promoted?  
Will you have any public  
relations?  
advertising?  
Selling methods?  
AIDA

Place  
Where will you sell your product?  
Why will you sell your product there?  
How will you get it to market?  
Is speed important?

Price  
What is your pricing strategy?  
What are your costs?  
What is your price mark up?  
What is the price of your competitors?  
What are your distribution costs?  
Will you offer any discounts at the start?

**Keep track of what happened each day! (5-10 minutes each day)**

### **Reflection**

What did the group decide today?

What were my ideas?

What roles were decided (who is doing what)

What do we need to do next class?

Identify what went well and what didn't go well in your group

# Key Skills

**Communication**

**Organisational  
skills**

**Time  
management**

**Teamwork/  
Groupwork**

**Financial Skills**

**Creative**

**Managing  
different info**

**Conflict  
Management**

**Reflection**



## **My Checklist**

- ★ Secondary Research - I have completed secondary research and can prove where I where found my information (screenshots etc)
- ★ Primary Research - I have completed my primary research eg survey, interviews, visiting local shops etc
- ★ Analysis of research - I wrote down at least 300 words on what I found from my research. Outline if it was the same or different from what I originally thought.
- ★ SWOT analysis - I carried out an analysis on one part of the SWOT analysis
- ★ Daily reflections
- ★ I helped bring the action plan together