



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

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.

Target Market
Market Segments

You
need to decide
what are the main
parts of each

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

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

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

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?

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