



Erasmus+



NETRISE

Unit 2

Starting A Business

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Date of original publication:

November 2019

Version: 01

Acknowledgement

Luxol Sports Foundation, Eureka Learning and Development Limited and Sunsire Management Student Development have collaborated to develop a customised unit to support the certification and development of Enterprise and Entrepreneurship: Community and Sport Youth Leaders Award:-

History of changes

It is anticipated that changes will take place during the life of the qualification, and this section will record these changes. This document is the latest version and incorporates the changes summarised below.

Version Number	Description	Date
O2	Unit Descriptor changed to reflect EUPA feedback based on Task orientated Materials. Repetition of introduction (feedback from Pilot Partners) in all three units, an Arrangement Document for the Award now supersedes the original documents and has an overarching view of the three units.	September 2020

Descriptor

Unit specification: general information

Unit title: Starting a Business in Sports/Community

Unit code: 00002

Publication date: September 2020

Source: Sunsure Management Student Development

Version: 01

Summary

The purpose of the Unit is to enable learners to explore how to Start a Business as part of the Enterprise and Entrepreneurship: Community and Sport Youth Leaders Award, to support a mindset of self-employment. Learners will develop the necessary skills to explain underpinning knowledge of the tasks involved in starting a business.

Task

- 1 Describe the activity required to establish a business
- 2 Describe the activity required to promote your business

Recommended entry

While entry is at the discretion of the centre, candidates would normally be expected to have an interest in community and youth sporting. There are no formal qualifications required to undertake this Unit; this qualification is suitable for candidates who wish to consider working in the business sector, sport sector, community and youth sector.

Credit points and level

- 1 National Unit credit

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to the NETRISE partnership team.

Task 1

Describe the activity required to establish a business

Performance Criteria

- (a) Describe how to identify a business idea
- (b) Describe the business planning process
- (c) Describe ways to finance your business

Task 2

Describe the activity required to promote your business

Performance Criteria

- (a) Describe the importance of branding your business
- (b) Describe the information you would include in a presentation
- (c) Describe 4 methods to effectively market your business

Descriptor

How do I achieve this Unit

You will need to show you have achieved both tasks for this unit.

Candidates will need to provide evidence to demonstrate their knowledge and understanding of this Unit by showing that they can:

For Task 1

Describe the activity required to establish a business:

- a) Answer 3 questions relating to describing how identify a new business idea
- b) Answer 1 question relating to describing a business plan
- c) Answer 1 question relating to describing your external market influences
- d) Answer 1 question relating to describing forecast funding
- e) Answer 1 question relating to describing the benefits of business networking

To show that you have met this task, you might gather the evidence from video or audio recordings of you answering the questions or through a paper-based question exercise. Evidence is required to demonstrate that candidates meet the requirements of all Tasks and Performance Criteria.

For Task 2

Describe the key concepts that encompass an entrepreneurial mindset you will have to:

- a) Answer 4 questions relating to branding
- b) Answer 2 questions relating to presenting ideas to audiences
- c) Answer 1 question relating to promoting your business
- d) Answer 1 question relating to Social Media

To show that you have met this task, you might gather the evidence from video or audio recordings of you answering the questions or through a paper-based question exercise. Evidence is required to demonstrate that candidates meet the requirements of all Tasks and Performance Criteria.

How should this be delivered

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 36 hours.

The sharing of knowledge throughout the unit

The unit is intended for learners with an interest in enterprise and entrepreneurship. Successful learners have several progression routes open to them. They could go in to self-employment to realise a business idea. Alternatively learners could move into employment through which they could gain experience relevant to their business idea that may help them to become self-employed at a later stage.

The unit is designed to be learner centred in approach and aims to encourage learners to undertake research using whatever methods are available to them. Practical classroom activities including brain storming, financial examples, guest speakers and visits to existing business enterprises are all valuable approaches to encouraging learning. Learners may benefit from working in small groups for some activities but the initial business plan should be based upon the learner's own idea and should be supported by evidence to demonstrate this.

Task 1

Have an understanding to describe how you would identify a new business idea and have an understanding of a business plan.

Have an understanding and be able to describe your external market influences and be able to describe forecast funding to support your business plan. Describing and have an understanding to explain the benefits of business networking.

Task 2

This task relates to branding and understanding the concepts and the benefits of branding. To understand the branding option you intend to use, you will show an understanding of the customers and audiences you need to target through your branding options. Understand the branding and marketing platforms that would suit your needs to promote your business idea. Understand the social media sites that would support and promote your business idea.

Guidance on approaches to assessment for this Unit

Evidence is required to demonstrate that candidates meet the requirements of all Tasks and Performance Criteria. The use of multiple choice questioning may be best to confirm the candidate's knowledge and understanding of this Unit; however, use of other types of questioning may be beneficial to the completion of this Unit, such as assessments recorded through professional discussion and restricted response questions.

What can I do next?

You could think about doing other related Units, which would help you develop your entrepreneurial skills, such as:

- Unit 3 The change challenge

Descriptor



Internal Verification

Name: Heather Hughes

Sign: *Heather Hughes*

Date 01 Nov 2019 V1

RESULT	
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NETRISE

ASSESSMENT MATERIAL

UNIT NUMBERS: 2

UNIT TITLES: STARTING A BUSINESS

OUTCOME(S): 1

ASSESSMENTS: OPEN BOOK RESTRICTED
RESPONSE QUESTIONS

COMPLETED BY: Student Name: _____
 Date: _____
 Signature: _____

ASSESSED BY: Tutor Name: _____
 Date: _____
 Signature: _____

Assessment

STARTING A BUSINESS**ASSESSMENT INSTRUCTIONS**

- **You must submit this assignment no later than the end date of your course.**
- **You may use the following equipment or resources during this assessment:**
 - This is an open book assessment.**
 - There are no restrictions on the materials you may use.**
- **This assessment will be graded Pass or Fail.**
- **To achieve a Pass you must meet the evidence requirements as detailed in the unit specification.**

If your work is graded as “Fail” you will be given a re-sit.
If your work is graded as “Fail” on your second attempt,
you may be given a third and final assessment
**BUT ONLY IF AGREED BY THE MEMBERS OF YOUR STAFF
TEACHING TEAM.**

If you are not satisfied with the grade awarded by the tutor,
you should speak to your tutor in the first instance.
If you are not satisfied with this response then
the tutor will take it to their line Manager

Assessment



STARTING A BUSINESS

LEARNER DECLARATION OF AUTHENTICITY

Learner Name	
Class Group	
Tutor	
Unit/Subject	
Target Submission Date	
Actual Date of Submission	
Outcome(s)	

“I declare that this submission is entirely my own work, and any content by other authors has been clearly acknowledged and referenced. I understand that disciplinary action will be taken by the organisation if this is not the case.”

Learner Signature: _____

Assessment

STARTING A BUSINESS**Section 2 — Instruments of Assessment**

Instrument of Assessment 1 Restricted response questions

Learner's name _____

Task 1 Describe the activity required to establish a business

1. From the list below circle 4 activities that best describes the ways to identify a new business idea
 - a. Analyse the current market
 - b. Pick something fun that you like to do
 - c. Decide on your target market
 - d. Identify where your competitors are failing to deliver
 - e. Look for a gap in the market that no-one is currently filling
 - f. Carry out surveys/focus groups to find out what customers want
 - g. Copy what other companies are already doing

2. Describe what is meant by the 40 40 20 Rule

3. Describe the statement “Target Markets” in less than 100 words.

Assessment



STARTING A BUSINESS

4. List below 6 key elements to include in a successful business plan

5. Describe below what your external market influence would be.

6. From the list below, circle 4 headings that best describes the information you gather from carrying out market research
 - a. What type of customer will buy your product/service
 - b. The price customers expect to pay
 - c. A completed Business Plan
 - d. How often they will buy the product/service
 - e. How much tax you have to pay the government
 - f. What customers don't like about your product/service

7. Describe the benefits of business networking?

7. Describe each aspect of the PEST analysis tool.

STARTING A BUSINESS



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RESULT	
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NETRISE

ASSESSMENT MATERIAL

UNIT NUMBERS: 2

UNIT TITLES: STARTING A BUSINESS

OUTCOME(S): 2

ASSESSMENTS: OPEN BOOK RESTRICTED RESPONSE QUESTIONS

COMPLETED BY: Student Name: _____
 Date: _____
 Signature: _____

ASSESSED BY: Tutor Name: _____
 Date: _____
 Signature: _____

Assessment

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Assessment



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Instrument of Assessment 2 Restricted response questions

Outcome 2

Candidate's name _____

1. Name and describe the 4 Ps of Marketing

2. Describe why branding is important to your business?.

3. Describe the branding of a world recognised company and why you think it is so successful.

4. From the list below, circle 4 statements, that best describes the added value Branding brings to an organisation
 - a. Generates new customers
 - b. Causes confusion
 - c. Supports company recognition
 - d. Creates staff apathy
 - e. Creates trust in the market place
 - f. Increases business value

5. Describe the essential information you would include as part of a presentation to promote your business.
 - a. Product/Service Name
 - b. The Product/Service
 - c. Unique Selling Point
 - d. Target Market
 - e. Marketing Ideas
 - f. Pricing

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6. Describe what a USP is and why is it important to differentiate your business from competitors.
7. Describe 4 methods of promoting your business.
8. Describe below what should be included in a digital media strategy and why it is important.

Assessment



Assessment

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Assessment



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Date 01 Nov 2019 V1

RESULT

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NETRISE

ASSESSMENT MATERIAL ANSWERS

UNIT NUMBERS: 2

UNIT TITLES: Starting a Business

OUTCOME(S): 1

ASSESSMENTS: OPEN BOOK RESTRICTED
RESPONSE QUESTIONS

COMPLETED BY: Student Name: _____
Date: _____
Signature: _____

ASSESSED BY: Tutor Name: _____
Date: _____
Signature: _____

Assessment Answers



STARTING A BUSINESS

ASSESSMENT INSTRUCTIONS

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STARTING A BUSINESS



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Learner Signature: _____

Assessment Answers



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Section 2 — Instruments of Assessment Answers

Instrument of Assessment 1 Restricted response questions

Learner's name _____

Outcome 1 Describe the mindset and skills required to be an entrepreneur

ALL ANSWERS ARE IN RED TEXT

1. From the list below circle 4 activities that best describes the ways to identify a new business idea

- a. Analyse the current market
- b. Pick something fun that you like to do
- c. Decide on your target market
- d. Identify where your competitors are failing to deliver
- e. Look for a gap in the market that no-one is currently filling
- f. Carry out surveys/focus groups to find out what customers want
- g. Copy what other companies are already doing

2. Describe what is meant by the 40 40 20 Rule

40% of the success of your marketing is dependent on the target audience

40% of the success of your marketing is dependent on what you are offering (product or service)

20% of the success of your marketing is dependent on creativity

3. Describe the statement "Target Markets" in less than 100 words.

Target markets are chosen customer groups used by companies to focus the sale of their product/service. It is a specific group of people you have decided to target with your product. Members of the group

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4. List below 6 key elements to include in a successful business plan
Any 6 from the list below to be given

- a) Executive Summary
- b) Objectives/Goals
- c) Products
- d) Market Research
- e) Competition
- f) Marketing
- g) Financial Forecasts
- h) Ownership and Management
- i) Human Resources
- j) Organisational Details

5. Describe below what your external market influence would be.

This should include and mention a PEST Analysis including::

Political, Economical, Social and Technological influences

6. From the list below, circle 4 headings that best describes the information you gather from carrying out market research

- a. What type of customer will buy your product/service
- b. The price customers expect to pay
- c. A completed Business Plan
- d. How often they will buy the product/service
- e. How much tax you have to pay the government
- f. What customers don't like about your product/service



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7. Describe the benefits of business networking?

Answer should include:

Helps you develop a supportive system of sharing information and services with individuals and groups having a common interest.

Active regular communication with others who have a mutual benefit helps everyone involved.

Allows you to share information, resources and leads.

Two way benefit – getting to know people, finding who can help you and how you can help others.



Assessment Answers



Assessment Answers

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RESULT	
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ASSESSMENT MATERIAL ANSWERS

UNIT NUMBERS: 2

UNIT TITLES: DEVELOPING ENTREPRENEURIAL SKILLS

OUTCOME(S): 2

ASSESSMENTS: OPEN BOOK RESTRICTED RESPONSE QUESTIONS

COMPLETED BY: Student Name: _____
 Date: _____
 Signature: _____

ASSESSED BY: Tutor Name: _____
 Date: _____
 Signature: _____

Assessment Answers



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Learner Signature: _____

Assessment Answers



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Instrument of Assessment 2 Restricted response questions

Outcome 2

Candidate's name

1. Name and describe the 4 Ps of Marketing

ANSWER SHOULD INCLUDE THE POINTS BELOW

The 4 P's of Marketing explained			
Product	Promotion	Place	Price
1. Is there a demand for the product or service? 2. How to make the product appeal to consumer 3. Packaging— includes the design, color, size, and brand names	1. Making customers aware of a product 2. Advertising 3. Coupons 4. Rebates 5. Sales 6. Free give aways 7. Publicity	1. Distribution is getting the right product to the right place at the right time in the right amount and in the right condition 2. Storage 3. Warehousing 4. Transporting	1. How much are customers willing to pay? 2. Is the price competitive with other products? 3. Can the company make a profit?

2. Describe why branding is important to your business?.

The answer may include your Brand expressing your corporate vision, it sets you apart from competitors and is a lasting, memorable and compelling signpost for your customers. The strength of your brand depends on yours being different from others and relevant.

It distinguishes your product from others. It portrays a promise to your customers. It incorporates not only the product or service itself but also the consumer experience and emotional attachment that your customer receives when they use your product. Can portray brand personality. This plays a crucial role in developing and maintaining strong brands . It is a set of human characteristics attributed to your brand.

STARTING A BUSINESS



3. Describe the branding of a world recognised company and why you think it is so successful.
 You should mention logos, straplines, adverts, branding techniques used, visuals, brand promise, brand personality etc.

4. From the list below, circle 4 statements, that best describes the added value Branding brings to an organisation
 - a. Generates new customers
 - b. Causes confusion
 - c. Supports company recognition
 - d. Creates staff apathy
 - e. Creates trust in the market place
 - f. Increases business value

5. Describe the essential information you would include as part of a presentation to promote your business. Answer should include points from the following:
 - Product/Service Name
 - The Product/Service
 - Unique Selling Point
 - Target Market
 - Marketing Ideas
 - Pricing

6. Describe what a USP is and why is it important to differentiate your business from competitors. Answer should include points from the following:
 - Unique Selling Point
 It defines your company's unique position in the marketplace, getting at the heart of your business: the value you offer and the problem you can solve. A strong USP clearly articulates a specific benefit – one that other competitors don't offer. That

**STARTING A BUSINESS**

makes your product stand out.

7. Describe 4 methods of promoting your business. The answer may include and Should mention and describe from the following: Branding,
8. Describe below what should be included in a digital media strategy and why it is important.

Why you are using digital media to market your business, Your target market? Digital Platforms you intend to use, the content you will be posting, developing a Digital Media Strategy is important for many reasons including:

- it is designed to helps you focus on the relevant people you want to target and allows people find answers, solutions, or product they want
- It helps you focus on the most relevant platforms to use – forces you to carry out research
- It helps you focus on the most relevant content to post that will keep current customers interested and attract new ones to your product/ service.

Assessment Answers