



Unit: Introduction to Business

Autumn 2021 – Autumn 2024

Important notes

- Please refer to the Assignment Presentation Requirements for advice on how to set out your assignment. These can be found on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.
- You **must** read the NCC Education document Academic Misconduct Policy and ensure that you acknowledge all the sources that you use in your work. These documents are available on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.
- You **must** complete the Statement and Confirmation of Own Work. The form is available on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.
- Please make a note of the recommended word count. You could lose marks if you write 10% more or less than this.
- You must submit a paper copy and digital copy (on disk or similarly acceptable medium). Media containing viruses, or media that cannot be run directly, will result in a fail grade being awarded for this assessment.
- All electronic media will be checked for plagiarism.

Task 4 **600 words****25 marks**

Imagine that a business capable of manufacturing and selling your product already exists. However, you will have to make significant changes to the business to deliver the product. You will introduce a new production process, discontinue the production of 1 or 2 existing products that aren't making a profit but which the company has manufactured for a long time, make 10% of your workforce redundant, and restructure the organisation to ensure you can sell your new product in new markets.

Outline a strategy for communicating and introducing these changes to minimise disruption in the business and handle any staff issues arising out of the planned changes. Justify your choices.

Task 5 **600 words****25 marks**

Write a marketing plan for your product with particular reference to your SWOT analysis and your understanding of the target market. Outline your marketing goals e.g. sell X units per month to Y customers, via Z channels. Decide your marketing mix and outline your tactics. Justify your choices.

Guidance

Follow the guidelines below when completing these tasks.

Pre task

- Make sure you complete a thorough SWOT, PESTLE and Porter's Five Forces analysis of the product you have chosen.
- It will not be possible to answer the tasks appropriately without completing these 3 analyses.
- Refer to your course notes for information about how to complete these analyses

Tasks 1-5

- Remain within the word count. You can write up to 10% more or less than the stated word count.
- Due to the word count, your answers will need to be brief.
- Using bullet points, heading and subheadings and other stylistic techniques that allow you to keep your answer brief, but thorough, are all acceptable.
- You must justify your choices, using evidence from your SWOT, PESTLE and Porter's Five Forces analysis.

Revision stage

- Make sure your ideas are clearly presented.
- Proofread your answers to check for spelling, punctuation, grammar and vocabulary errors.
- Check your word count and ensure you have the right number of words for each task.

Submission requirements

- Your answers must be word-processed and double-spaced.
- You will need to hand in an electronic copy of your essay, with the *Statement and Confirmation of Own Work* form attached.
- You will need to include your name and NCC Education student number in the header on every page of your essay.

Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

Have you read the NCC Education document *Academic Misconduct Policy* and ensured that you have acknowledged all the sources that you have used in your work?

Have you completed the *Statement and Confirmation of Own Work* form and attached it to your assignment? **You must do this.**

Have you ensured that your work has not gone over or under the recommended word count by more than 10%?

Have you ensured that your work does not contain viruses and can be run directly?