**Assignment – Running your own business GUIDANCE SHEET AND MARK SCHEME**

**REMEMBER TO USE YOUR MANUAL AS A RESOURCE!**

**You might want to start the assignment by looking at the different types of structure you could use for your business**

[**https://www.youtube.com/playlist?list=PL8EcnheDt1zggFxkg-nMgS35aQBkqaqvL**](https://www.youtube.com/playlist?list=PL8EcnheDt1zggFxkg-nMgS35aQBkqaqvL)

**There is no set format for this Assignment. You can present your work in any way along with any additional documents or appendices.**

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| **Market research** | | |
| **Did the learner:** | **Possible marks** | **Actual marks** |
| Research the different types of group training sessions available in their local area?  **Note that there are 4 marks and so this suggests you need to end up with 4 parts in your answer to this section. Ideally not just the class names but additional background info that meets the requirement “to research”** | **4**  (minimum 3 marks) |  |
| Identify the types of group training you would like to offer, explaining the need, the target market and the business opportunity?  **This is your vision for the types of classes you want to offer PLUS who you think your target groups are PLUS how big/small you think the market is and why. Remember – 4 marks here so give enough detail** | **4**  (minimum 3 marks) |  |
| Identify suitable private/community venues or fitness facilities to offer identified group training sessions?  **Identify private and community venues that could be suitable. If only one option is suitable say why** | **1**  (minimum 1 mark) |  |
| **Business planning** | | |
| **Did the learner’s business proposal include:** | **Possible marks** | **Actual marks** |
| Aims and objectives, including key performance indicators (KPIs)?  **A business aim is the overall long-term target or goal of the business, whereas business objectives are the short-term steps a business needs to take to meet its overall aims. A business may have several different objectives that will help it to meet its aim. You need to say what KPIs you will use e.g. how will you measure your success** | **4**  (minimum 3 marks) |  |
| Stages/milestones for your business?  **A milestone is a specific point within business, project/planning life cycle used to measure the progress toward the ultimate goal.**  [**https://leanplan.com/lean-business-plan-milestones/**](https://leanplan.com/lean-business-plan-milestones/)  **Remember – there are 4 marks here so make sure you give enough detail** | **4**  (minimum 3 marks) |  |
| Unique selling points (USPs) of your business?  **Also called a unique selling proposition, is the essence of what makes your product or service better than your competitors.**  [**https://www.techtarget.com/whatis/definition/unique-selling-point-USP**](https://www.techtarget.com/whatis/definition/unique-selling-point-USP)  . | **2**  (minimum 1 mark) |  |
| An overview of the key objectives and targets of your marketing campaign?  **Remember when researching that sometimes targets, goals, aims and objectives are used interchangeably**  **Example: marketing goal is a broad target that you hope to achieve. A marketing objective is an actionable short-term step that you execute.**  [**https://coschedule.com/blog/marketing-objectives**](https://coschedule.com/blog/marketing-objectives)  **Your target could refer to the specific group of consumers most likely to want your product or service**  **Two marks are available here so it would make sense to cover both objectives and targets** | **2**  (minimum 2 mark) |  |
| A description of the target audience for the marketing campaign?  **Describe your target audience (or audiences) and ensure you give enough detail to gain two marks** | **2**  (minimum 1 mark) |  |
| Ways to gain and retain clients?  **What will you do to keep your clients – how will you go the extra mile?** | **2**  (minimum 1 mark) |  |
| A list of resources required to plan, prepare and launch your business?  **Think about all the things you might need when starting your own classes. It could help to consider this in a community hall setting so that you don’t rely solely on existing resources at a gym/studio** | **3**  (minimum 2 mark) |  |
| Legal and insurance requirements for your business?  **Consider all the topics we have covered – we have done lots around both legal and insurance requirements and there is a FitPro insurance video on your learner portal. Make sure you cover both legal AND insurance and include enough topics to gain 7 marks.** | **7**  (minimum 5 marks) |  |
| How will you use a positive digital profile to promote the business?  **What social media channels will you use – and why – and how** | **2**  (minimum 1 mark) |  |
| How will you review your business performance?  **Think about SMART goals/targets – will these align to your milestones – what will equal “success”?** | **2**  (minimum 2 mark) |  |
| **Results total /39** (32 marks in total, with the minimum set marks achieved for each section required to pass)  **Pass/Refer** | | |