

**A242**

**Task 1**

**Extracts from Action Plans**

## Action Plan

Name of Student:						
Action Plan: Controlled Assessment A242 – Making your mark in business						
Description of chosen actions	Control Dates	Time	Completed on	Who will take the work forward?	Resources required	Monitoring/review What is happening/has happened?
Action 1 – create draft questionnaire	25/01/2010	30 minutes 20 minutes	27/01/2010		Class notes	Creating my questionnaire was quicker than expected. ✓
Action 2 – Come together and put individual questionnaires into one to make finale Emailing	25/01/2010	30 minutes 1 hour	22/02/2010	Whole group :	Individual questionnaires, class notes	We were unable to come together because are group then on a school Art residential. We over came this by email each over half-term. ✓
Action 3 – Agree on how many people to survey	25/01/2010	5 minutes 2 minutes	22/02/2010	Whole group :	Questionnaires	Agree as group on how many people we will survey was quicker than we thought. ✓
Action 4 – Agree on who we will survey ( which years groups)	25/01/2010	5 minutes 2 minutes	22/02/2010	Whole group :	Questionnaires and class notes	Agreeing on who will survey was quicker than expected. ✓
Action 5 – Ask Miss to photo copies the questionnaires (the right amount for the people we will ask.	25/01/2010	5 minutes	22/02/2010	Whole group :	A copy of the questionnaire and Miss smith and no how many people we are going to ask	Spoke to Miss she organized the photocopy of the questionnaires. There were no problems. ✓

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Ac2

- Action plan

Action 12 – Come together for an overall discussion about results from the questionnaires ( what do they tell us about how pupils do and do not use the canteen)	27/01/2010	25 minutes 15 minutes	10/03/2010	Whole group :	Results (Graphs and conclusions)	This took less time than we expected because we had all ready had a brief discussion about results before we made the graphs which then made are finally discussion quicker .
Action 13 – Trip to Co-op ( To see prices charged buy the Co-op for similar products/ service that the Canteen provide)	27/01/2010	30 minutes 20 minutes	13/03/2010		Co-op Diary to take notes and record prices ( to compare)	This went well I was able to find out about how they lay their shop out of they get the right type of customers in and for them customers to buy the deals on offer.
Action 14 – Trip to Lidl see prices charged buy the Lidl similar products/ service that the Canteen provide	27/01/2010	30 minutes 20 minutes	13/03/2010		Lidl Diary to take notes and record prices ( to compare)	Also this trip then well I could also see how Lidl had decided to lay out their shop floor to get more customers and how they advertise their deals.
Action 15 – Internet research on the Co-op and Lidl prices and their product and services ( are they similar to the canteen)	27/01/2010	1 hours 45 minutes	15 / 03/2010		Internet Prices from the canteen to compare	The internet research was quicker than what I had excepted because I knew what product and wanted to compare to the canteen prices.

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Action 16 – Looking at the special offer at the Co-op and Lidl ( product are they for compare to the canteen offers or prices are they cheaper than the canteen or not)	27/01/2010	20 minutes 15 minutes	15/03/2010		Flyers, Internet, Shop	Looking for offer on the Lidl and Co-op website did not take as long as plan because their websites lead you straight to them They either have the deals on home page or a link to them on the navigation bar.
Action 17 – Looking special products in the Co-op and Lidl like Fair Trade Also on the websites	27/01/2010	20 minutes 40 minutes	17/03/210		Shop ( co-op and Lidl ) Flyers	This was hard to find certain items on the website because they mainly focus on their deals on products however it was easier when looking in the shops.
Action 18 – Look for advertising methods for the Co-op ( Adverts)	27/01/2010	On going			TV, Newspaper, Co-op, Posters, Flyers etc.	This went well because it has been on going and each time I have seen adverts I have recorded them in my dairy.
Action 19 – Look for advertising methods for the Lidl. ( Adverts)	27/01/2010	On going			TV, Newspaper, Lidl, Posters, Flyers etc.	

✓ AC2

✓ AC2

✓ ADZ

Action Plan: Controlled Assessment A242 – Making your mark in business

Description of chosen actions	Control dates			What are the things I/we need to make happen?	Who will take the work forward?	Resources required	Monitoring/review what is happening/has happened?
	Action	Set	To be completed by				
Think of appropriate questions for the questionnaire	28/01/10		09/02/10	We will need to discuss with each other on what questions are appropriate for the questionnaire	Our group	Pen and paper	The discussion on what questions we need to use in our questionnaire took longer than expected...
Discuss number of questions	28/01/10		09/02/10	Discuss with group and appropriate number of questions to ask	Our group	nothing	This was relatively easy to do as we have already figured out what questions we would ask.
Write up a draft of the questionnaire	28/01/10		11/02/10	Write up the draft questionnaire and make improvements		Pen & paper	Once I finished the questionnaire we easily saw what was needed to improve by means of making the questions simpler.
Evaluate questionnaire	11/02/10		11/02/10	Evaluate the questionnaire for improvements that could be made.		Draft Questionnaire	This was a very simple task to do as it was clear on what I need to do to improve.  I added this into my action plan because I realised that in order to

							make improvements to my draft, I would need to evaluate it. ✓
Write up in neat	28/01/10		12/02/10	Type up questionnaire with changes from draft made.	Aaron Edwards	computer	As I knew how to make improvements to my questionnaire, this was very easy to do. ✓
Compare each other's questionnaires	28/01/10		16/02/10	Discuss each other's questionnaires to make improvements	Our group	Our questionnaires	we compared each other's questionnaires very thoroughly with extracting what questions to ask in the final questionnaire ✓
Choose which questions to use in the final questionnaire	28/01/10		16/02/10	Pick the questions from our questionnaires and put it in the final questionnaire	Our group	Our questionnaires	Took relatively long to do as there was an abundant of suitable questions. ACZ
Discuss the school population	28/01/10		18/02/10	Discuss what year groups are appropriate to ask	Our group	nothing	Very quick to do as we concluded before to ask all year groups and concluded that we only needed to ask 40 students ✓
Discuss where to ask people	28/01/10		18/02/10	Discuss where will ask people about the canteen	Our group	nothing	Very easy to do as we could put the questionnaires in the registers which would enable our group to do more work.

ACZ

Task No.	Task	Description of task	Resources needed	Person responsible	Deadline
1	Draft a questionnaire	In our group decide which business we are going to use. The choice is between a Hairdressers or a Bakery. These business would have to be as local as possible because this way you can use well known businesses/services as your competitors. In our group draft a questionnaire which is relevant. Each group member must produce their own on a certain business. It must be 10 questions long. The questions should be closed questions.	The two scenarios, computer, printer, pen, paper, printer.		01/02/2010 on time
	Draft a questionnaire		Pen, Paper, printer.		08/02/2010 on time

5/6 Plan is for purpose + 15 targeted e obtaining records

This was decided over 2 lessons as we couldn't decide which questions were suitable which didn't use it

Discuss the 3 questionnaire

In our group discuss all the ideas for the questionnaire and decide which ones are suitable and which aren't.

Questionnaire, paper, pen, printer.

09/02/2010

On our own, type up final questionnaire on the laptop/computer. For typing up the questionnaire I would use Microsoft Word.

Type up final 4 questionnaire.

Computer/laptop, questionnaire printer.

12/02/2010

Discuss how many people we are going to ask our questionnaire.

Pen, paper, questionnaire, printer.

11/02/2010

In pairs research our chosen businesses and how there business meets the needs of the target market.

Computer/laptop, pen, paper, printer.

04/02/2010

It was a little delayed due to technical problems.

We didn't use the printer

was done on time

We used my information as I did it a bit early

then we used ways when she got the information

I also used Microsoft Word to summarise our results.

Collect results of our research and add to the groups results. Which then gives us a summary of everyone's results. The results would be displayed using Microsoft Excel also using pie charts.

Research, pen, paper, printer.

7 Collect results

Research/look at the prices charged by the business and competitors for similar products/services. Also find out about any offers or promotions.

Computer, pen, paper, printer.

Research prices of business 8 chosen.

On my own, research/find out what the main features are of these products/services.

Computer/laptop, shop/website) pen, paper, printer.

Research main 9 features

delayed because I lost my questionnaire which made us behind as we had to produce another questionnaire

08/02/2010

completed early

09/02/2010

22/02/2010

completed on time.

To find out, by myself the main methods used by the competitors to promote the products/services.

Write up about wether they use above the line promotion or below the line promotion.

To reasearch where these products/

services are sold and or advertised. Write up about what the different products are available and where are they available. Write about how they are

advertised, so for example MarkHill.

The main 10 methods

11 The places

We didn't use the shops website as they don't have one.

Computer, businesses (the shop/website) pen, paper, printer.

25/02/2010

a little delayed.

02/03/2010

Computer, pen paper, television, printer.

didn't use the television

To evaluate why my chosen item of

promotional material is more appropriate than any other promotional material. To evaluate how my chosen item of promotional material will attract the target market. To evaluate the types of costs involved in producing my own chosen item of promotional material. I need to evaluate

wether I feel I have developed any new skills during the course of the unit. I have to assess how well I think I have worked on my own as well as with other members of my group reflecting on their own individual performance.

Pen, paper, computer, printer.

19 Evaluation

Reflect on 20 outcome

Assess what I 21 have done

I also used completed microsoft word. on time

Pen, paper, computer, printer.

23/03/2010

23/03/2010

25/03/2010

on time