

**Edexcel GCE**

# **Applied Information and Communication Technology**

## **Unit 3: The Knowledge Worker**

January 2012

**Scenario**

Paper Reference

**6953/01**

The scenario should be distributed to candidates at least three working weeks before the examination.

**Practice files:** AHHLImport\_practice.txt, Sasha Blue\_practice.xls

This scenario should be used for the purposes of preparing candidates for the examination. This copy **must not** be taken into the examination. The information contained in the scenario will be included in the examination paper.

Further details are in the Instructions of the Conduct of Examinations (ICE), available from the Edexcel website for this qualification.

**Edexcel will not accept any request for special consideration should candidates be given the incorrect scenario for the examination they are sitting.**

*Turn over*

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## Scenario

### Sasha Blue Skies

Sasha Bluett worked in Human Resources for a large manufacturing company.

She was made redundant at the age of 35. With a reasonable amount of savings plus a generous redundancy settlement, she felt ready for a new challenge.

Already the owner of a holiday home in the south of France, Sasha used her redundancy settlement to buy a second property in the same area. Her idea was to generate an income by renting both properties as holiday villas.

Sasha spent three months working on the two properties to bring them up to the appropriate standard. For each property, she organised people to clean the house and look after the garden. One of the properties had a pool, so she arranged for someone to clean it throughout the holiday season. She set up direct debits to pay the utility bills (gas, water and electricity).

Initial rents were £600 per week for the property with a pool and £500 per week for the other property. She found that, at these rents, both properties were fully booked for both the peak season (July and August) and the off peak season (April, May, June, September and October).

Over the next few years, Sasha bought eight more properties in the south of France. Some of the properties were close enough to the Pyrenees to be rented to skiers. The skiing season is from November to February. She was also able to rent out all of her properties over the Christmas holidays.

Major maintenance of the properties occurs during the off season.

Sasha's business was so successful that, for tax and other reasons, she decided to form a limited company. She called the company 'Sasha Blue Skies' and affiliated it to the 'Association of Holiday Home Letting' (AHHL). In addition to support and information, the AHHL provides a company's customers with protection should the business fail. Having this protection meant that even more people were prepared to book properties with 'Sasha Blue Skies'. 'Sasha Blue Skies' properties can now be booked via the AHHL website.

The AHHL provided a consultant to inspect the company and recommend improvements. The consultant advised a review of the charging policy as some properties were under-priced and others over-priced.

The AHHL provides formulae to help affiliated companies to calculate the rental value of their properties. The formulae rate each property using a points system.

The AHHL publishes a table every year. This table holds two series of values. The first series shows estimated maximum rents that should lead to a property being occupied 100% of a season. The second series shows estimated maximum rents that should lead to a property being occupied 80% of a season. There are four seasons: Summer Peak, Off Peak, Ski Peak and Christmas.

Armed with this information, Sasha started to work out a model to set the rental price of each property. She aimed to set a price to maximise the profit from each property. Unfortunately, due to pressure of work, she has not been able to complete the model.

### Description of the model

Worksheet	Description
Rental Setting	In this worksheet you enter your suggested rental price for each property in each season. It will show the revenue, costs and profit for each property and will also show totals for all properties.
Costs	This worksheet will show the costs, broken down for each property. These will be fixed costs (those which occur no matter how many weeks the properties are rented) and variable costs (those which vary depending on how much the properties are used). These values are based on the previous year's costs for each property.
Revenue	The revenue worksheet calculates the revenue made by each property at the rent you set.
Season Weeks	This calculates the number of weeks that each property is available during each season
Ratings	This worksheet is based on the formulae provided by the AHHL and shows the ratings for each property during all four seasons.
SP Calc, OP Calc, SK Calc and CH Calc	These worksheets calculate the percentage use of each property at particular rents. There is one worksheet for each season. They are based on the values given annually by the AHHL.
AHHL	This worksheet will contain the values provided by the AHHL.

**Some cells in the model are password protected. Should you wish to experiment with the model, the password is *edexcel*. Be aware that if you change the contents of any protected cell the model may not work.**