

Paper Reference(s)

6953/01

Edexcel GCE

Applied Information and Communication Technology

Unit 3: The Knowledge Worker

January 2009

Scenario

Please open this material immediately. It should be distributed to candidates at least three working weeks before the examination.

Practice files: LauraElle_practice.xls
 Recipe_practice.txt
 SurveyStatistics_practice.txt
 Ledger_practice.txt

The description overleaf will be used as the scenario for the above specification, and will be reissued with the examination paper. This scenario should be used for the purposes of preparing candidates for the examination. This material must not be taken into the examination.

Further details are in the Instructions for the Conduct of Examinations, available from the Edexcel website for this qualification and subject.

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

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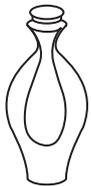
Turn over

LAURA ELLE Range of Perfumes

Laura Lewis and Steven Gee met whilst employed by a clinical research organisation in Bracknell. The basis for their business partnership happened largely by accident. Steven was working on the development of a new allergy tablet. He was carrying out an experiment when Laura, from marketing, walked past and complimented him on his aftershave. Steven was quite surprised by this as he did not use aftershave and so he called her back. After a while they realised that the aroma was coming from a test tube containing a mixture of chemicals.

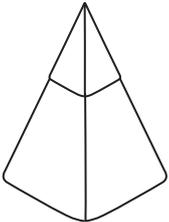
Laura was quick to see the possibility of marketing the mixture as a perfume. She persuaded Steven that this was a good idea and asked him to conduct further experiments. Steven created a laboratory in his garage and the pair bought the chemicals between them. Over the next few weeks Steven experimented with the 12 chemicals in the original mix with varying amounts of water. In the end he came up with 11 different recipes for perfumes. Laura then developed their names and produced descriptions for marketing purposes.

The 11 perfumes were named



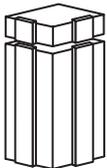
Midnight Flight

Hints of nutmeg, suede, black pepper, sandalwood, pimento, musk, and cedarwood, enhances a romantic evening.



Aftermath

A delicate mixture of citrus, pineapple, and woody notes, blended with the scent of ocean air, ideal for casual use.



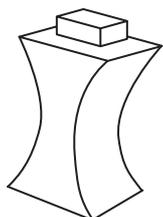
Mirepoix

Light floral tones with a hint of spice, for the daytime use of the business woman.



Joix

A light mixture of fruit and floral essences, for the daytime use of the young and the young at heart.



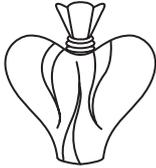
Sabre

A soft, rich floral, womanly and elegant fragrance for the woman who wants to be taken seriously.



Clubbin

A sharp and sweet fragrance for the woman who wants to be noticed.



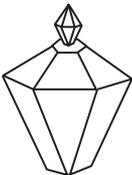
Opus

Hints of gardenia, tonka bean, bergamot, vanilla, sandalwood, jasmine, rose, amber, muguet and mandarin, for evening use.



Gorgeous

A fragrance mixture of jasmine, vanilla and pear, for general use.



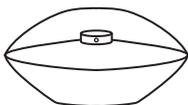
Crazy Knights

A blend of jasmine, rose, vetiver, musk, lemon and freesia, for a hectic evening out.



Lotus Leaves

A mixture of floral bergamot, orange blossom, jasmine, lily of the valley, honeysuckle, vanilla, sandalwood, amber and moss fragrances, for casual use.



Crystal Web

Hints of jasmine, apricot, chamomile and peach, a delicate and flowery fragrance ideal for evening use.

Laura then approached a large department store chain which agreed to stock the Laura Elle range of perfumes. Encouraged by this Laura and Steven are now preparing for larger scale production. For each perfume they have designed a different 30ml bottle. A glass manufacturer has agreed to supply these for 80p per bottle.

Steven and Laura now need to set a wholesale price for each product. Laura has started to do this and has partially completed a model to help her. As the start of production gets closer she is becoming increasingly involved with marketing issues and so does not have the time to complete the model. She has employed you to complete the model and to advise her on how much to charge the department store chain for each product.

Steven is concentrating on production. He believes that you can advise him on the amount of each ingredient that should be bought and the amount of each perfume that should be produced.

(Source artwork: Michelle Goates, 2007)

Description of the model

The partially completed model allows you to experiment with different wholesale prices to see which combination will give you the greatest profit.

Worksheet	Description
Summary	When it is complete the 'Summary' worksheet will be where the suggested wholesale prices for each product will be entered. There is an area on the worksheet where the total revenue, costs and profit are displayed.
Recipe	This worksheet will contain the amount (in ml) of each of the ingredients needed to create 1 litre of each of the perfumes. At present this information is confidential and Steven will need to provide you with it before you can use the model.
Ingredient Requirements	This worksheet will predict how much of each ingredient is required for the year. It will be broken down into the requirements for each product and a total can be calculated.
Ingredient Costs	This worksheet will contain the cost price of each ingredient. It will calculate the amount and cost of each ingredient required.
Sales	This worksheet will calculate the number of batches each branch of the department store chain will require depending on the wholesale prices that you have set.
Survey Statistics	This worksheet will contain analysed results from a survey undertaken by the department store chain. It will be used to predict the number of batches each store will sell.

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.