

Pearson BTEC Sample Set Assignment Brief

Single Part Assessment

Unit 4 – Market Research for a Start-up Business

For use with:

Pearson BTEC International Level 3 Qualifications in Esports

Certificate / Subsidiary Diploma / Foundation Diploma / Diploma / Extended Diploma

Advised hours	15
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For completion by the centre

Qualification (select as appropriate)	Certificate / Subsidiary Diploma / Foundation Diploma / Diploma / Extended Diploma
Assessment date	

Instructions to Teachers/Tutors and/or Invigilators

The Pearson Set Assignment will be assessed internally by the centre using the unit assessment criteria detailed in the qualification specification. The assignment will be sampled by the Standards Verifier as part of the standards verification annual centre visit.

Conditions of supervision

The Pearson Set Assignment should be undertaken in conditions that assure the authenticity of outcome. This may require supervision. We advise that the Pearson Set Assignment be completed in sessions that come to a total of 15 hours. The Pearson Set Assignment should not be shared with learners prior to the start of the assessment period. Teachers/tutors are responsible for security of the Pearson Set Assignment and materials.

Outcomes for submission

Learners should complete this Set Assignment through development of an ePortfolio using word-processing, presentation and/or other software as appropriate. Learners must save their work regularly and ensure that all evidence can be authenticated as their own work.

Learners must submit their own, independent work as detailed in the Set Assignment. Each learner must complete an authentication sheet.

Instructions to Learners

Read the Set Assignment carefully.

You will be asked to carry out specific activities using the information provided. You will be given a specific time period to complete the assignment.

At all times you must work independently and must not share your work with other learners. You must complete an authentication sheet and submit this along with your work.

Set Assignment Information

You are an esports entrepreneur who is going to start their own esports business. The esports start-up will be an online business that sells merchandise, including hoodies, t-shirts, caps and stationery, to esports teams and their fans. The business is called Gaming Merch. You will investigate the different types of market research that are used by this type of start-up business. You will then undertake primary and secondary market research that will meet the following marketing objectives:

- to make £200 of sales in the first month of trading
- to raise brand awareness of the esports teams.

You will review and present your findings and make appropriate recommendations about the start-up esports business.

Set Assignment

You must complete ALL activities.

ACTIVITY 1

You must investigate different types of market research that could be used by Gaming Merch to help it meet the marketing objectives specified above. Your report should be detailed and use appropriate examples and business language, and include:

- reasons why Gaming Merch would use at least two selected primary and two selected secondary market research methods
- a consideration of which methods are the most relevant to Gaming Merch and a conclusion justifying the appropriateness of the different market research methods that Gaming Merch could use to help it meet the marketing objectives above and to inform the decision-making process.

This activity covers learning aim A.
A.P1, A.M1, AB.D1 (part)

ACTIVITY 2

You now need to conduct and then review the primary and secondary market research for Gaming Merch in order to meet the marketing objectives above. You need to undertake at least two methods of primary and at least two methods of secondary research. You will need to create a market research portfolio that includes:

- a statement of the purpose of the market research activities undertaken for Gaming Merch
- the primary and secondary research evidence as an appendix
- an examination of the interrelationships between the reasons for the chosen primary and secondary research activities that you have undertaken and how these meet the marketing objectives
- a conclusion on the effectiveness of the primary and secondary research you have undertaken, including relevance to the marketing objectives and the limitations of each method
- a justification of changes that you would make to the market research activities you have undertaken
- an interpretation of your market research findings, making suggestions in order to meet the marketing objectives
- the research findings presented in different formats, including written results, graphs and tables
- an examination of the market research findings using statistical techniques, including averages, range and trends using complex data
- comments on the confidence levels with detailed and justified suggestions to validate your findings.

This activity covers learning aims B and C.
B.P2, B.P3, B.M2, C.P4, C.P5, C.M3, AB.D1 (part), C.D2, C.D3