

# Pearson BTEC Sample Set Assignment Brief

## Single Part Assessment

### Unit 4 – Developing A Land-based Enterprise

For use with:

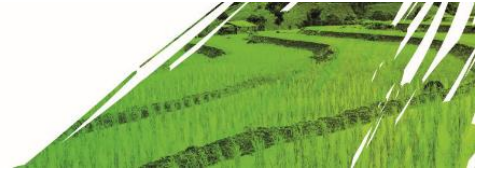
## Pearson International BTEC Level 3 qualifications in Agriculture/Horticulture/Land-based Studies

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

<b>Advised hours</b>	8 hours
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#### For completion by the centre

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



## 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 Set 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.

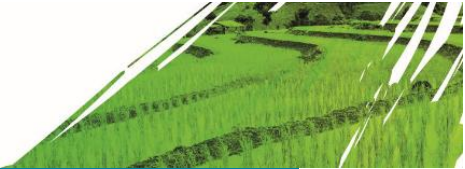
We advise that the Pearson Set Assignment be completed in sessions that come to a total of 8 hours. The Pearson Set Assignment should not be shared with learners prior to the start of the assessment period. Teachers/tutors are responsible for security of the Pearson Set Assignment and materials.

### Outcomes for Submission

Learners may submit handwritten or word-processed evidence. Learners must save their work regularly and ensure that all materials can be identified as their work.

Learners must have calculators. They may be provided with generic templates for financial calculations but these must not be annotated to the context of the set assignment or contain instructions on how to use them.

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 Information 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.

You will be able to use your calculator and generic templates provided to you by your tutor.

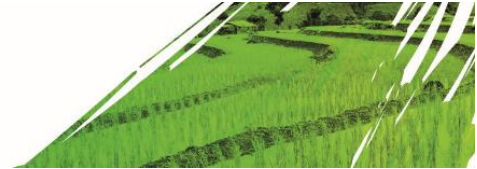
At all times you must work independently and must not share your work with other learners. You must complete an authentication sheet and submit this along with your work.

## Set Assignment Information

A landowner is offering the opportunity to set up an enterprise on their estate.

They have already investigated some of the potential business start-up options that they will allow to be operated. Their research and the available resources are given in the stimulus material that follows.

You have been asked to consider the information provided, write an introductory report discussing the suitability of available options and prepare a business start-up plan.



## **Potential opportunities**

The landowner has carried out some market research by telephoning local retailers and restaurants. He has established that there would be some demand for fresh eggs and herbs that could be sold directly to the restaurants or sold by traders at the markets. He has also found an essential oil processor who may be interested in buying dried lavender.

## **Potential enterprises**

### Egg production

The chickens the landowner has selected cost \$15 each. They will lay on average 6 eggs per week each, for 2 years.

### Dried lavender production

Lavender is harvested once a year in August. The variety selected costs \$10 for 40 lavender plants. Each plant will produce approximately 4 - 6 bundles of lavender at harvest when grown outdoors.

### Fresh herb production

The fresh herb varieties cost \$2 per herb plant. They can be harvested each week for 16 weeks, starting from 3 weeks after establishment. Each plant produces one bunch.

## **Land and buildings**

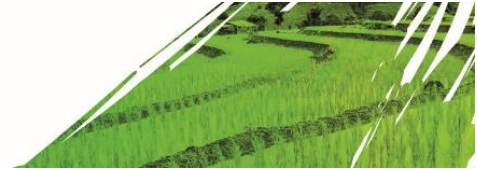
**One** field is available. It may be used for chickens to roam, or could be cultivated to grow up to 500 lavender plants.

There are **two** barns and **one** greenhouse that are in need of some repairs.

- The greenhouse has enough space to grow 6000 fresh herb plants.
- The larger barn is large enough to house up to 50 chickens.
- The smaller barn is not suitable for livestock but could be used as a produce packing area.

The landowner has asked for a contribution towards repairs to the facilities that would be used for the enterprise as follows:

<b>Repair</b>	<b>Cost (\$)</b>
Repairs to poultry barn (for housing chickens)	\$50
Repair greenhouse	\$75
Cultivate field	\$50



The landowner will charge no rent for the facilities in the first year but will expect a monthly rent to be paid from Year 2 onwards. This fee will include any repairs to the buildings, as well as electricity used for lighting the barns:

Area	Monthly rental cost (\$)
Field if planted	\$15
Largest barn (includes access to field if used for chickens)	\$15
Smaller barn	\$5
Greenhouse	\$10

If lighting is needed in the greenhouse, the monthly bill is projected to be \$10 a month.

### **Potential workforce and labour**

The landowner has two suitably skilled workers who could undertake work in any of the enterprises. They can be available for a maximum of 3 hours each per day, but the enterprise must pay for each hour they work. They are paid at a rate of \$5 an hour.

Other workers can be sourced for \$10 an hour if needed.

Labour required:

Enterprise	Daily	Weekly	Seasonal
Lavender production, e.g. planting, weeding, watering	2	1	
Lavender harvest and drying (over two week period)			48
Egg production, e.g. feeding, watering, bedding, health checking	1		
Egg collection and packing	2		
Herb production e.g. planting, weeding, watering	1		
Herb harvest and packing		5	

### **Potential sale prices**

The landowner has collected information from each of the potential purchasers indicating how much they would be likely to pay for the produce.

Product	Unit	Restaurant	Market	Buyer
Eggs	Per dozen (12)	\$2.50	\$1.50	-
Herbs	Per bunch (fresh)	\$0.75	\$0.50	-
Lavender	Per bundle (dried)	-	-	\$2.5



## Set Assignment

You must complete BOTH activities.

### ACTIVITY 1

Write an introductory report discussing the suitability of the proposed enterprises and which you consider to be the most viable enterprise option.

Your report should include (but is not limited to):

- Scope of business activities
- Links between the land-based enterprises and associated industries
- Potential social and environmental impact
- Planning of supply and demand
- Barriers to setting up
- Consideration of relevant legislation
- Resource and investment requirements and potential sources
- Ideas for promotional activities
- Consideration of the future financial success of the enterprises, using financial calculations, forecasts and potential ways to monitor performance
- Which enterprise you consider to be the most viable option.

This activity covers learning aims A and B.

- A. AP1, A.P2, A.M1, ABM2,
- B. B.P3, B.P4, B.M2, AB.D1

### ACTIVITY 2

You have been asked to approach an investor to help secure funding for the enterprise you identified in your introductory report. You must prepare a start-up business plan to present to the potential investor.

Your plan should include:

- Purpose of the enterprise
- Resource and finance requirements
- Financial forecasts and calculations
- Sales and marketing strategies
- Risks, contingency planning and ways to monitor performance
- Limitations of research undertaken
- Conclusion.

This activity covers learning aim C.

- C. C.P5, C.P6, C.M3, C.D2