

Level 1/Level 2 Cambridge National in Enterprise and Marketing

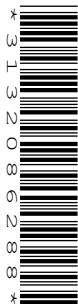
R068 Design a business proposal

Set assignment

Scenario title: Secure Case

Give to candidates on or after 1 June 2026

Valid for assessment in the January and June 2027 assessment series only.



INSTRUCTIONS TO TEACHERS

- Read the information for teachers before delivering this set assignment.

INFORMATION

- The total mark is **60**.
- This document has **18** pages.

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Information for teachers

You **must**:

- use this set assignment for summative assessment of students.
- familiarise yourself with the assessment guidance relating to the tasks. This is with the unit content in Section 4 of the [Specification](#).
- read and understand **all** the rules and guidance in Section 6 of the [Specification](#) **before** your students complete and you assess the set assignment.
- make sure that completion of the set assignment and assessment fully adhere to the rules and guidance in Section 6 of the [Specification](#).
- give students the Enterprise and Marketing [Student guide to NEA assignments](#) before they start the assignment.
- allow students approximately 10–14 guided learning hours (GLH) to complete all tasks.

You **must not**:

- change or modify this assignment.
- use or modify this assignment for practice, even when the assignment is no longer valid for assessment. Sample assessment material is provided for this purpose.

Scenario for the business challenge

Secure Case

Scenario

Secure Case is a small family run business. It produces and sells a range of laptop cases from a purpose-built factory. The business has been trading for five years and currently its cases are promoted and sold online only. The owners of Secure Case aim to increase sales each year.

Sales of cases have fallen over the past year and Secure Case has lost market share to its competitors. The Marketing Manager believes this is because Secure Case has not launched any new case designs for two years. As you have just completed an apprenticeship in marketing with Secure Case, the Marketing Manager has asked you to create a new case design. The task will include doing market research to find out what features and designs customers would like in a new case so that the product is financially viable.

Confidential forecast:

Estimated monthly fixed cost		£12,000
Average variable costs to produce the new case:		
Case material		
You must choose one material only from the options below. Secure Case offers two sizes of cases. The small case is for laptops 13 inches and under. The large case is for laptops 13.5 inches and over.		
Hard case – Plastic	Small case	£5.50
	Large case	£6.75
Hard case – Recycled Plastic	Small case	£7.20
	Large case	£8.70
Hard case – Aluminum	Small case	£8.70
	Large case	£10.20
Soft case – Neoprene	Small case	£5.20
	Large case	£6.50
Soft case – Nylon	Small case	£4.75
	Large case	£5.50
Soft case – Vegan leather	Small case	£10.00
	Large case	£12.00
Soft case – Canvas	Small case	£4.75
	Large case	£5.25
Colour choice		
You must choose one colour option for your case		
Standard one colour – black, grey, or brown only	No extra cost for any size	£0

Non-standard one colour case	Standard cost for all case sizes	£2.50
Multi coloured/patterned case	Standard cost for all case sizes. The number of colours is unlimited.	£3.00
Handles		
You must choose a handle for your case		
Small carry handle	Standard cost for all case sizes	£0.85
Shoulder strap (single strap only, no double straps for backpack type bags permitted)	Standard cost for all case sizes	£1.25
Fasteners		
You must choose a fastener to close your case		
Zip – full case	Small case	£1.50
	Large case	£2.10
Magnetic closure	Standard cost for all case sizes	£4.50
Velcro	Standard cost for all case sizes	£1.00
Button and loop fastener	Standard cost for all case sizes	£0.50
Add-ons		
You must choose at least one add-on (there is no maximum number). You can choose more than one of the same item, e.g. two or more internal pockets		
External pocket	Standard cost for all case sizes	£3.00
Internal pocket	Standard cost for all case sizes	£1.00
Waterproofing	Standard cost for all case sizes	£2.75
Built in portable charging device (including charging cable)	Standard cost for all case sizes	£6.00
Contrast stitching	Standard cost for all case sizes	£1.00

Important advice:

- Read through all the tasks before you start, so you know what needs to be completed for this assignment.
- Look at the marking criteria grids to see how the tasks will be marked. Your teacher can explain the marking criteria if you need help.
- You will need to use relevant skills/knowledge/understanding from other units you have studied in this qualification.

Your tasks and marking grids

Task 1 – Complete market research to aid decisions

Topic Area 1 is assessed in this task.

You must carry out market research by creating **two** market research tools which you will use to gain the views of others. This will help you to develop your proposal in later tasks. Your market research must relate to the business challenge.

Your market research results should help you to identify your target customers and help you design your case to meet their needs.

You **must**:

- Explain the overall aims of your market research.
- Choose appropriate market research tools that will help you to achieve the research aims. You should choose **one** primary **and one** secondary market research tool.
- Select your sampling method(s). Give reasons for your selection.
- Create your **two** chosen market research tools. You must be able to collect both quantitative **and** qualitative data.
- Carry out your market research.
- Collate your market research findings. Select and use the most appropriate method(s) to present the results.
- Review the results of your completed market research.

Total marks for Task 1: 12 marks

Advice

- Think carefully about what you need to find out when doing your research. Think about the aims of your research before you create your market research tools.
- When planning your primary research, work independently making your own choices and decisions.
- You can include your target customer preferences in your market research questions as this will help you to identify your customer profile in Task 2.
- Think about which sampling method is likely to provide you with the most useful findings. This won't necessarily be the easiest method to carry out.
- Clearly reference any secondary research source(s).
- When reviewing the results of Task 1, consider your initial market research aims.

Topic Area 1: Market research

Mark Band 1: 1–4 marks	Mark Band 2: 5–8 marks	Mark Band 3: 9–12 marks
Identifies the overall aims of the market research.	A sound explanation of the overall aims of the market research.	A comprehensive explanation of the overall aims of the market research.
Creates market research tools with limited effectiveness, resulting in completed research outcomes with limited relevance to the aims.	Creates <u>two</u> mostly effective market research tools, resulting in completed research outcomes with some relevance to the aims.	Creates <u>two</u> comprehensive , accurate and fully effective market research tools resulting in completed research outcomes that are fully relevant to the aims.
Basic outline of the sampling method(s) used, evidencing limited understanding.	Sound justification of the sampling method(s) used, evidencing some understanding.	Comprehensive justification of the sampling method(s) used, evidencing clear understanding.
Collates the results and uses basic method(s) to briefly present the research outcomes.	Collates the results and uses mostly effective method(s) to present the research outcomes.	Collates the results and uses effective method(s) to present the research outcomes.
Limited review of the collated results.	Sound review of the collated results.	Comprehensive review of the collated results.

If your work does not meet any Mark Band 1 criteria, you will be awarded zero marks for this task.

Task 2 – Identify a customer profile

Topic Area 2 is assessed in this task.

Before you can design your case, you need to use your market research findings to identify your customer profile.

You **must**:

- Refer to your market research findings and apply your knowledge of market segmentation to create **and** describe your customer profile.
- Justify your customer profile decision with reference to your market research findings.

Total marks for Task 2: 6 marks

Advice

- If you have clearly presented your market research findings in Task 1, this will help you to identify and justify your customer profile.
- The customer profile produced for this task only needs to match the market segmentation relevant for the new product proposal.

Topic Area 2: How to identify a customer profile

Mark Band 1: 1–2 marks	Mark Band 2: 3–4 marks	Mark Band 3: 5–6 marks
Describes limited features of a specific customer profile using market segmentation techniques.	Describes some features of a specific customer profile using market segmentation techniques.	Describes in detail the features of a specific customer profile using market segmentation techniques.
Limited justification of the selected customer profile.	Some justification of the selected customer profile, with reference to the market research findings.	Detailed justification of the selected customer profile, with reference to the market research findings.

If your work does not meet any Mark Band 1 criteria, you will be awarded zero marks for this task.

Task 3 – Produce a design proposal

Part of Topic Area 3 is assessed in this task.

You are required to create a design for your case. Your drawing skills will **not** be assessed.

You **must**:

- Use your customer profile **and** your market research findings to create the outline of the design mix for your case.
- Give reasons for your chosen design mix, referring to your customer profile **and** market research findings.
- Use your design mix and a creative technique to generate **one** product design idea.
- Select **one** type of case material and **one** colour, **one** type of handle, **one** type of fastener and **at least one** add-on from the list provided on pages 4–5.
- Describe how you have used your design mix and market research findings to inform the design.

Total marks for Task 3: 9 marks

Advice

- Think carefully about your market research findings/customer profile and what your potential customers have said they would like your case design to include and/or look like. Your drawing skills will **not** be assessed.
- Consider how much you are spending on materials as this may have an impact on the financial viability of your design proposal. You will consider your costings in Task 5.

Topic Area 3: Develop a product proposal

Mark Band 1: 1–3 marks	Mark Band 2: 4–6 marks	Mark Band 3: 7–9 marks
Creates a basic outline of a design mix with limited/no reference to the customer profile and market research findings.	Creates an outline of an appropriate design mix with some justification.	Creates an outline of an appropriate design mix with comprehensive justification.
Generate a product design with limited use of a creative technique.	Generate a product design with adequate use of a creative technique.	Generate a product design with effective use of a creative technique.
Limited description of how the design mix and market research findings have informed your design.	Sound description of how the design mix and market research findings have informed your design.	Comprehensive description of how the design mix and market research findings have informed your design.

If your work does not meet any Mark Band 1 criteria, you will be awarded zero marks for this task.

Task 4 – Develop a product proposal

Part of Topic Area 3 is assessed in this task.

You have now produced a design for your case. It is important for you to review the design, using a range of feedback methods, to ensure that it will be popular with your target customers.

You **must**:

- Produce a self-assessment of your design.
- Obtain verbal **and** written feedback on your design from different individuals.
- Identify the strengths **and** weaknesses of your design proposal based on the feedback received.
- Create your final case design by modifying your design, clearly labelling the alterations that you have implemented.
- Explain the reasons for your final case design.

Total marks for Task 4: 9 marks

Advice

- Be honest with yourself in your self-assessment. You do not have to say that everything is perfect. Being critical will help you to modify your design appropriately.
- Feedback does not need to cover all of the methods (focus groups, questionnaires, etc.) listed in the unit.
- Make sure that you obtain feedback from people who fit your customer profile. They are likely to give you the most helpful feedback.
- Use the feedback that you have received and your self-assessment to explain your final design. You should make reference to the aesthetics and function elements of your design mix, as well as the feedback received.

Topic Area 3: Develop a product proposal

Mark Band 1: 1–3 marks	Mark Band 2: 4–6 marks	Mark Band 3: 7–9 marks
Limited or no reference is made to the self-assessment and the verbal and written feedback gathered. A basic summary of the strengths and/or weaknesses of the design proposal is produced.	Some reference is made to the self-assessment and the verbal and written feedback gathered. A sound summary of the strengths and weaknesses of the design proposal is produced.	Detailed reference is made to the self-assessment and the verbal and written feedback gathered. A comprehensive summary of the strengths and weaknesses of the design proposal is produced.
Design modifications, with limited relevance to self-assessment and feedback, are carried out with basic description.	Design modifications, with sound relevance to self-assessment and feedback, are carried out with adequate description.	Design modifications, with clear relevance to self-assessment and feedback, are carried out with full description.
Basic reasons for the final design are provided.	Some explanation of the reasons for the final design is given.	The reasons for the final design are fully justified.

If your work does not meet any Mark Band 1 criteria, you will be awarded zero marks for this task.

Task 5 – Review whether a business proposal is financially viable

Topic Area 4 is assessed in this task.

Using the financial information provided in the scenario, you need to produce realistic costings, calculate break-even and recommend a pricing strategy for your business proposal.

Part One

You **must**:

- Identify all relevant costs (including fixed costs) **and** calculate the total variable costs for your case design.
- Predict the likely number of your case design that may sell in the first month. Give reasons for your decision.
- Recommend a pricing strategy and a selling price which are appropriate for your case design and customer profile. Give reasons for your decision.
- Complete the following calculations:
 - ☐ Predicted total costs for the first month.
 - ☐ Predicted revenue for the first month.
 - ☐ Predicted total profit for the first month.

Part Two

You **must**:

- Calculate the break-even level of sales. Describe what the results show.
- Describe the potential impact on the break-even level of sales of a change in price. Consider the impact this could have for the business proposal.
- Use all of your calculations to evaluate the financial viability of your business proposal.

Total marks for Task 5: 18 marks

Advice

- Work through all of your calculations slowly and carefully. This may improve the accuracy of your work.
- When completing your calculations, don't forget fixed costs.
- When predicting the likely number of cases that will be sold in the first month, you should make your prediction realistic for a new product/small business.
- In your evaluation of the financial viability of your proposal, you could think about what you could change if you are not currently predicted to break-even or make a profit, e.g. your selling price and/or your material costs.
- Your evaluation could refer to the economic manufacture element of the design mix.

Topic Area 4: Review whether a business proposal is financially viable – Part One

Mark Band 1: 1–3 marks	Mark Band 2: 4–6 marks	Mark Band 3: 7–9 marks
Identifies a limited range of costs relating to the product design. Variable cost calculations for the product design are completed, with limited accuracy .	Identifies some relevant costs relating to the product design. Variable cost calculations for the product design are mostly accurately completed.	Identifies all relevant costs relating to the product design. Variable cost calculations for the product design are accurately completed.
Predicts a number of units sold in the first month showing no/basic reasoning.	Predicts a number of units sold in the first month showing sound reasoning.	Predicts a number of units sold in the first month showing detailed reasoning.
Selects a pricing strategy and selling price for the product design. Reasoning has no/limited reference to the identified customer profile.	Selects an appropriate pricing strategy and selling price for the product design. Reasoning has some reference to the identified customer profile.	Selects an appropriate pricing strategy and selling price for the product design. Reasoning is clearly focused on the identified customer profile.
Calculates the predicted total costs and predicted total profit for the first month with limited accuracy .	Calculates the predicted total costs and the predicted total profit for the first month with some accuracy .	Calculates the predicted total costs and predicted total profit for the first month accurately .

Topic Area 4: Review whether a business proposal is financially viable – Part Two

Mark Band 1: 1–3 marks	Mark Band 2: 4–6 marks	Mark Band 3: 7–9 marks
Applies the break-even formula to calculate break-even for the business proposal, with limited accuracy . Shows a basic understanding of the results.	Applies the break-even formula to calculate break-even for the business proposal with some accuracy . Shows a sound understanding of the results.	Applies the break-even formula to calculate break-even for the business proposal accurately . Shows a clear understanding of the results.
Provides a basic outline of the impact of a change in price on the break-even level of sales for the business proposal.	Provides a sound description of the impact of a change in price on the break-even level of sales for the business proposal.	Provides a comprehensive description of the impact of a change in price on the break-even level of sales for the business proposal.
The financial viability of the business proposal is assessed with limited accuracy and detail.	Adequate evaluation of the financial viability of the business proposal.	Full evaluation of the financial viability of the business proposal.

If your work does not meet any Mark Band 1 criteria, you will be awarded zero marks for this task.

Task 6 – Review factors that may impact the success of the business proposal

Topic Area 5 is assessed in this task.

You must carry out an assessment of the risks and challenges that are associated with producing your new case design.

You **must**:

- Explain the risks and challenges that Secure Case may face when producing **and** launching your new case design.
- Evaluate the impact of the risks and challenges on the success of your business proposal **and** how the impact of these risks and challenges could be minimised/overcome.

Total marks for Task 6: 6 marks

Advice

- Your research may help you to produce a detailed assessment of the risks and challenges that Secure Case might face when producing and launching your new case design.
- Risks and challenges are those listed in R068, Topic Area 5.1.1 which includes the impact of external factors.

Topic Area 5: Review the likely success of the business proposal

Mark Band 1: 1–2 marks	Mark Band 2: 3–4 marks	Mark Band 3: 5–6 marks
Risks and challenges involved with producing and launching a new product are identified .	Sound explanation of the risks and challenges involved with producing and launching a new product.	Comprehensive and realistic explanation of the risks and challenges involved with producing and launching a new product.
Basic links made between the business proposal and risks and challenges faced with limited explanation. Little/no reference made to how these risks and challenges could be minimised/overcome.	Adequate evaluation of the impact that risks and challenges faced may have on the success of the business proposal. Some reference made to how these risks and challenges could be minimised/overcome.	Fully evaluates the impact that risks and challenges faced may have on the success of the business proposal. Detailed reference made to how these risks and challenges could be minimised/overcome.

If your work does not meet any Mark Band 1 criteria, you will be awarded zero marks for this task.

Marking criteria words

The tables below show the descriptor words that will be used in the marking criteria grids. They explain the type of evidence that you should expect to see to meet each descriptor word.

Mark Band 1 Words:

Descriptor word	Meaning
Basic	- Work includes the minimum required. It is a starting point but is simplistic and not developed. - Understanding and skills are applied in a way that partly achieves the wanted or intended result, but it would not be useable without further input or work.
Brief/Briefly	Work includes a small number of relevant facts or concepts but lacks detail, contextualisation or examples.
Dependent	The student can perform a task when given regular assistance or help.
Few	Work produced is restricted or narrow. It includes less than half of the information or examples expected for a full response.
Inefficient	Outputs are produced but with great expense or effort because of poor organisation or design and not making the best use of available resources.
Limited	- Work produced is restricted in range or scope and includes only some of the information required. It evidences partial rather than full understanding. - Work produced is a starting point rather than a developed process, concept or output.
Minimal	Includes very little in amount or quantity required.
Simple	Includes a small number of relevant parts, which are not related to each other.
Superficial	Work completed lacks depth and detail.

Mark Band 2 Words:

Descriptor word	Meaning
Adequate(ly)	• Work includes the appropriate number of relevant facts or concepts but does not include the full detail, contextualisation or examples.
Assisted	• The student can perform a task with occasional assistance or help.
Part(ly)/Partial	• To some extent but not completely. • Work produced is inclusive in range and scope. It evidences a mainly developed application of understanding, performance or output needed. • Work produced results in a process, concept or output that would be useable for its purpose.
Some	• Work produced is inclusive but not fully comprehensive. It includes over half the information or examples expected for a full response.
Sound	• Valid, logical, shows the student has secured most of the relevant understanding, but points or performance are not fully developed. • Applies understanding and skills to produce the wanted or intended result in a way that would be useable.

Mark Band 3 Words:

Descriptor word	Meaning
Accurate(ly)	- Acting or performing with care and precision. - Correct in all details.
All	Work produced is fully comprehensive and wide-ranging. It includes almost all, or all the information or examples expected for a full response.
Clear(ly)	Focused and accurately expressed, without ambiguity.
Complex	Includes many relevant parts, all of which relate to each other logically.
Comprehensive(ly)	- The work produced is complete and includes everything required to show depth and breadth of understanding. - Applies the understanding and skills needed to successfully produce the wanted or intended result in a way that would be fully fit-for-purpose.
Consistent(ly)	A level of performance which does not vary in quality over time.
Critical	Objective analysis and evaluation in order to form: a judgement, evaluation of the evidence or effective trouble shooting/fault finding.
Detailed	Gives point by point consideration of all the key information.
Effective	- Applies the skills required to the task and is successful in producing the desired or intended result. - The work produced is effective in relation to a brief.
Efficient	Able to produce results or outputs with the minimum expense or effort, because of good organisation or design and making the best use of available resources.
Full(y)	- Work produced is comprehensive in range and scope. It evidences a fully developed application of understanding, performance or output needed. - Work produced results in a process, concept or output that would be fully fit-for-purpose.
Independent(ly)	The student can perform a task without assistance or reliance on others.
Justify/Justified	The reasons for doing something are explained in full.
Most(ly)	Includes nearly all of what is expected to be included.
Wide (ranging)	Includes many relevant details, examples or contexts; all of which are fully detailed, contextualised or exemplified.



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