



ASSESSMENT **WORKBOOK**

*Understand Opportunities and Risks
Within Business
M/505/2145*

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Introduction

This workbook has been developed so that you are able to collect and present evidence that demonstrates your knowledge and skills in relation to the opportunities and risks within business.

There are different sections that make up this workbook in order to make sure you are able to complete all of the tasks necessary but you will be provided with support as you move along by your Assessor.

Further learning materials and support is available through your studying membership of the Institute of Enterprise and Entrepreneurs. If you haven't yet received your login please speak to your Assessor who will be happy to sort this out for you.

This unit contains two learning outcomes and will support you to be able to:

- Understand how to develop ideas for products or services when starting a business
- Understand the opportunities and risks in starting a business

The evidence within this workbook will be assessed by,

Assessor Name:

and will be quality assured by,

Internal Quality Assurer Name:

Your Assessor will support you to plan how best to demonstrate your knowledge and skills which may be through the completion of the activities within this workbook or may include additional tasks best suited to you.

If any additional tasks are to be completed these will be listed in the table below with target dates for which you should try your best to complete each task listed.

Task	Target Date	Re-planned Target Date
Completion of the activities included within this workbook		

By signing below you agree to completing the work as detailed above and working with your Assessor to achieve this by the deadlines indicated.

Learner Name:

Signature:

Date:

Assessor Name:

Signature:

Date:

Activities

Activity 1

Using the table below, identify the key steps in the development of new ideas for products or services and why they are important to the future success of the development process when starting a new business

Development step	Why is this step important?

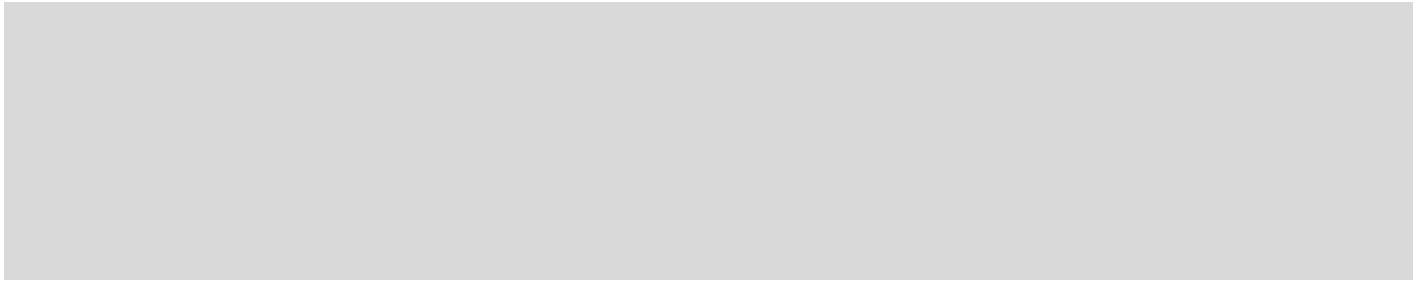
Activity 2

Using the box below, explain the methods you could use to identify the benefits a new product or service could bring to the market and/or customer. Think about how you will identify and test the key positives of the product or service that you could later use in your key marketing messages

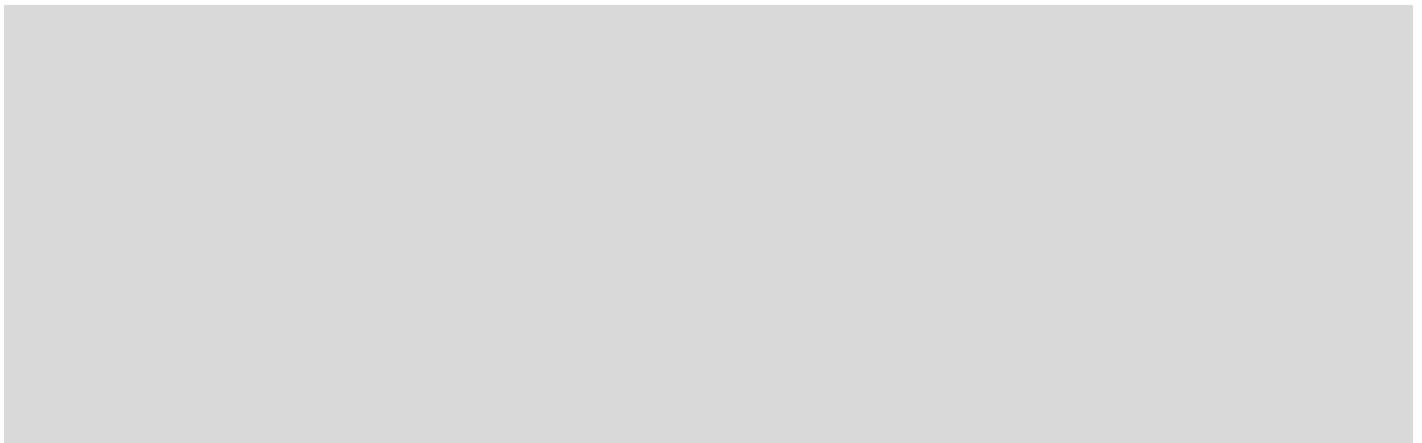
Activity 3

Using the boxes below, plan an outline for a new product or service that could offer you a business opportunity. Where possible try and use an idea you have had for a product or service you would like to sell but don't worry, even if you haven't had that great idea yet, this process can often help you to identify one that you could take forward.

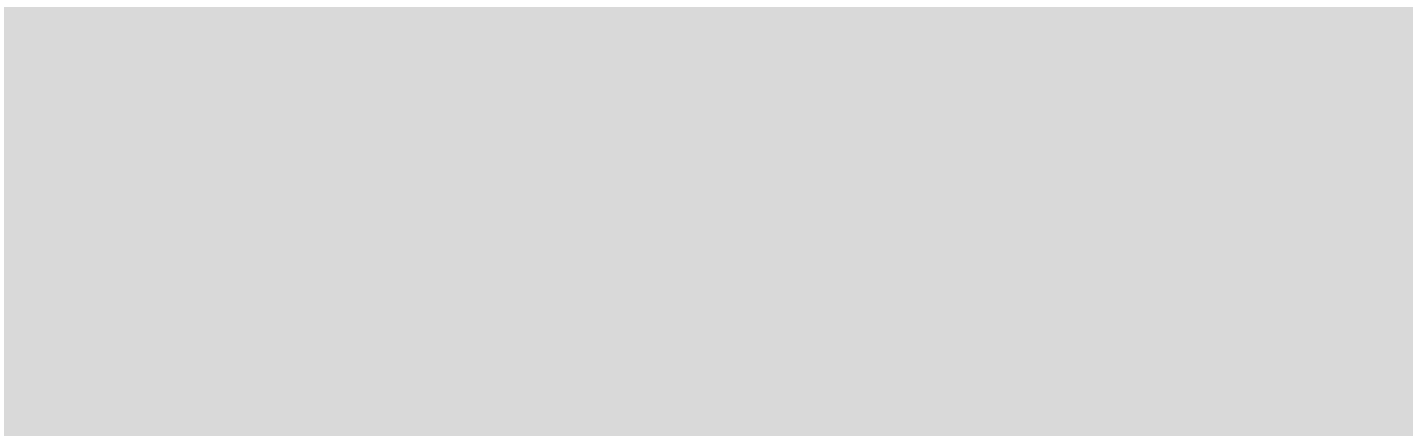
Product/service name



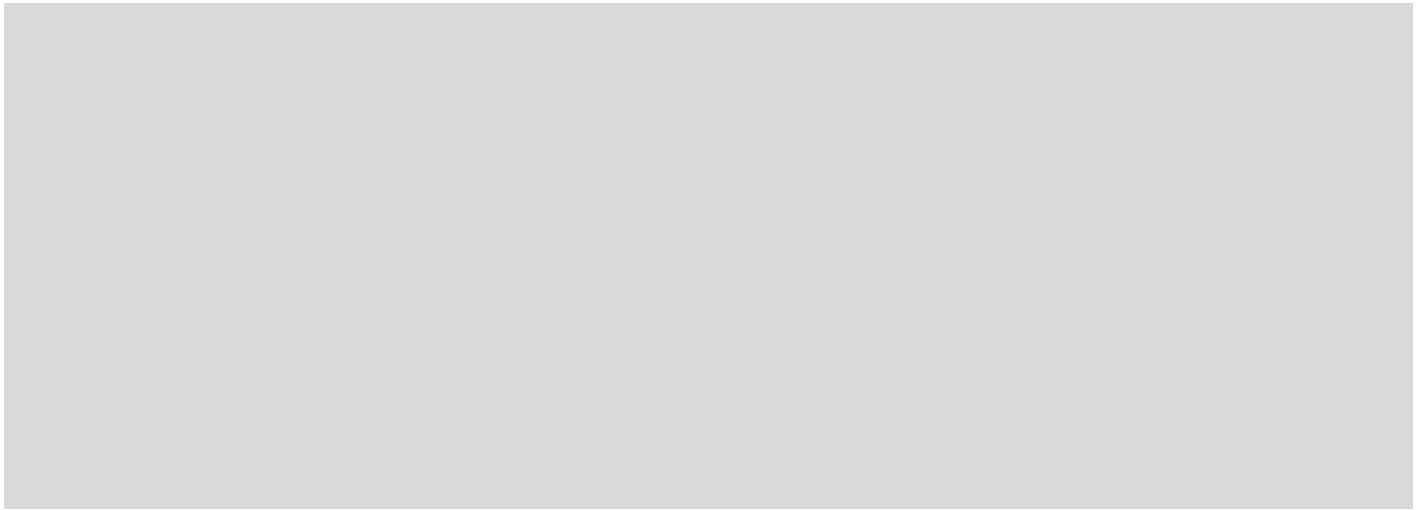
Description of product/service



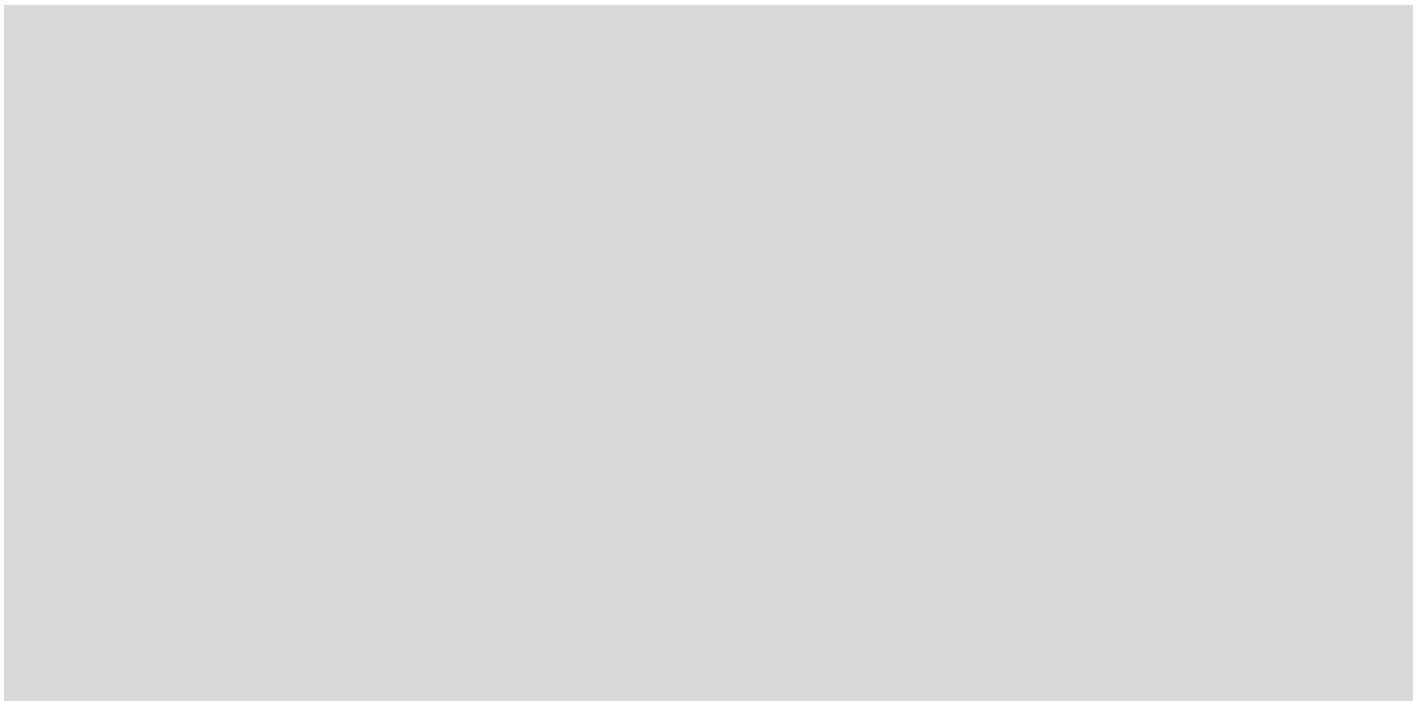
Who is the intended customer for the product or service?



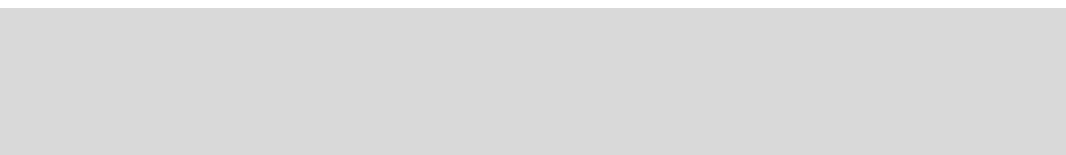
What are the unique selling points (UPS) of the product or service?



Is there any competition already in the marketplace and how will you stand out from the crowd?



What is the price being charged for this product or service or one that is similar to your idea?

£ 

Thinking about your idea and the existing competition in the marketplace, how likely do you think success is in starting a business based on this idea? Make sure you justify your answer



Using the table below, identify the activities needed in order to take advantage of the idea

Development step/ activity	How would you carry out/complete this step/activity?

Like any new business there are risks in taking that first step. Using the table below, identify the risks that you could encounter in taking forward your business idea and explain the methods you could use to overcome those risks

Potential risk	What actions could I take to overcome the risk?

Activity Mapping

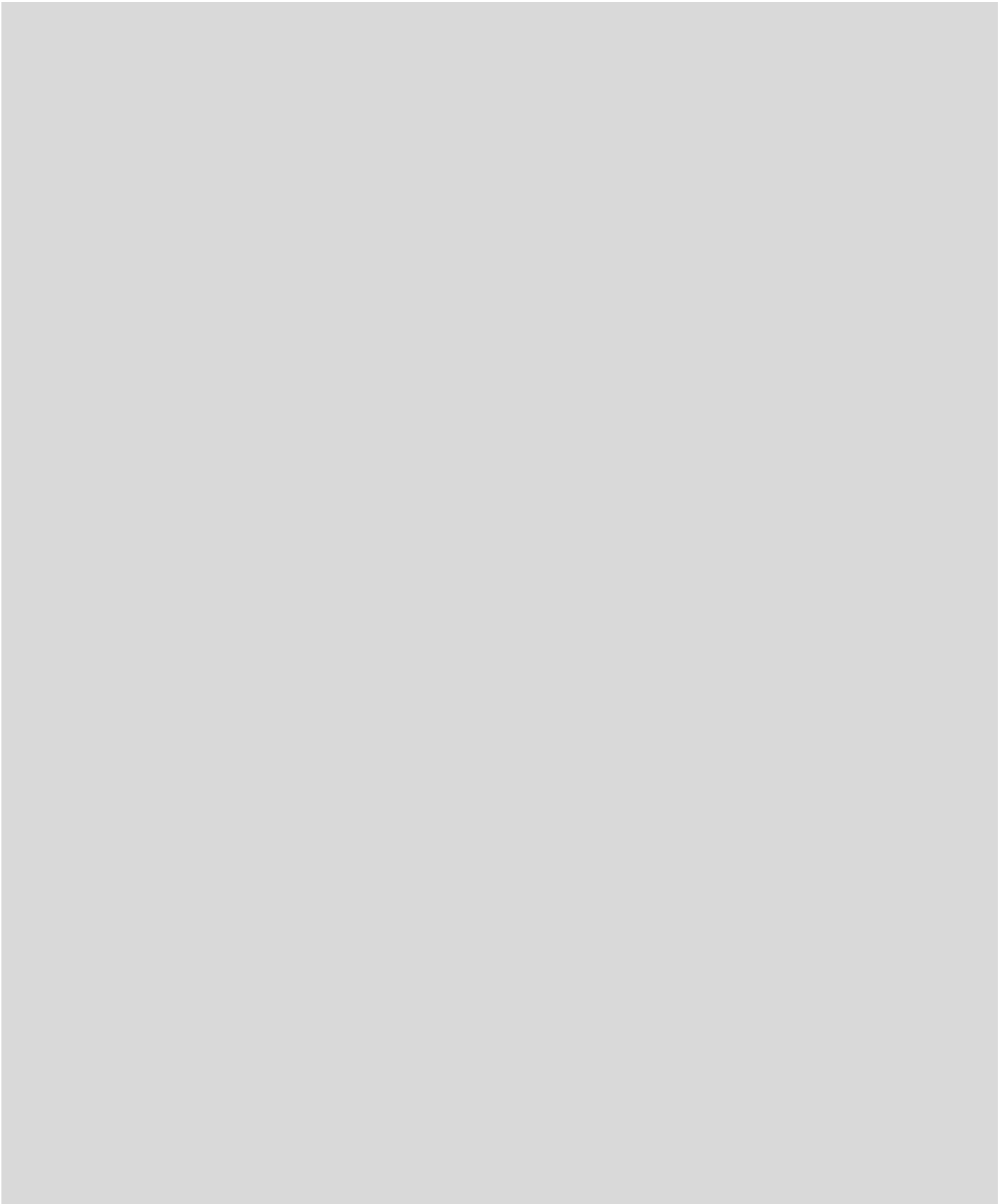
Now you have completed the activities to demonstrate your knowledge and skills it is time for your Assessor to map your work against the standards listed below.

By doing this they will be making sure that the work you have provided by completing the activities meets the requirements for you to gain your certificate.

Your Assessor will provide you with feedback on how you have done and whether any more work may be required.

Assessment Criterion - The learner can:	Activity Number or Reference Number of Additional Activities:	Assessor Signed Off (✓/✗):
Explain the key steps in developing ideas for new products or services when starting a business	1	
Explain how to assess the potential benefits associated with new products or services	2	
Plan an outline for a new product or service that could offer a business opportunity	3	
Explain the potential opportunities a new business might have	3	
Explain the actions that could be taken to take advantage of the opportunities highlighted	3	
Explain the potential risks a new business might face	3	
Explain the actions that could be taken to address the potential risks highlighted	3	

Assessor Feedback



Authenticity Declarations

Learner Declaration

By signing this declaration you agree that the evidence provided within this workbook has been produced by you and meets the requirements of being authentic, sufficient, valid and current to the standards required.

Learner Signature:

Date:

Assessor Declaration

By signing this declaration you agree that you have assessed all of the evidence produced within this workbook and have ensured that the work is that of the learner. You are also declaring that during the learning process you have ensured that the evidence is authentic, sufficient, valid and current to the standards required.

Assessor Signature:

Date:

IQA Signature (if applicable):

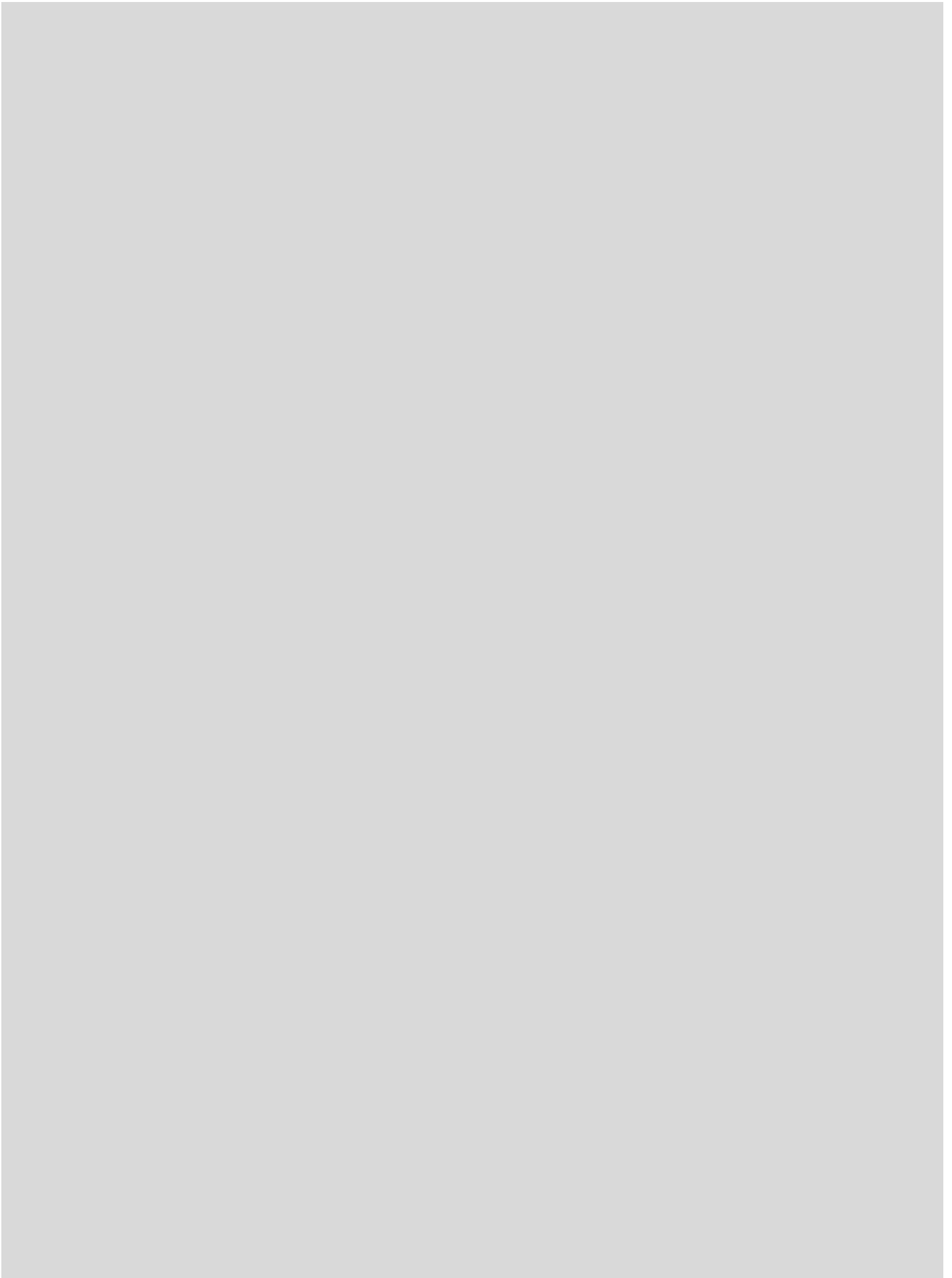
Date:

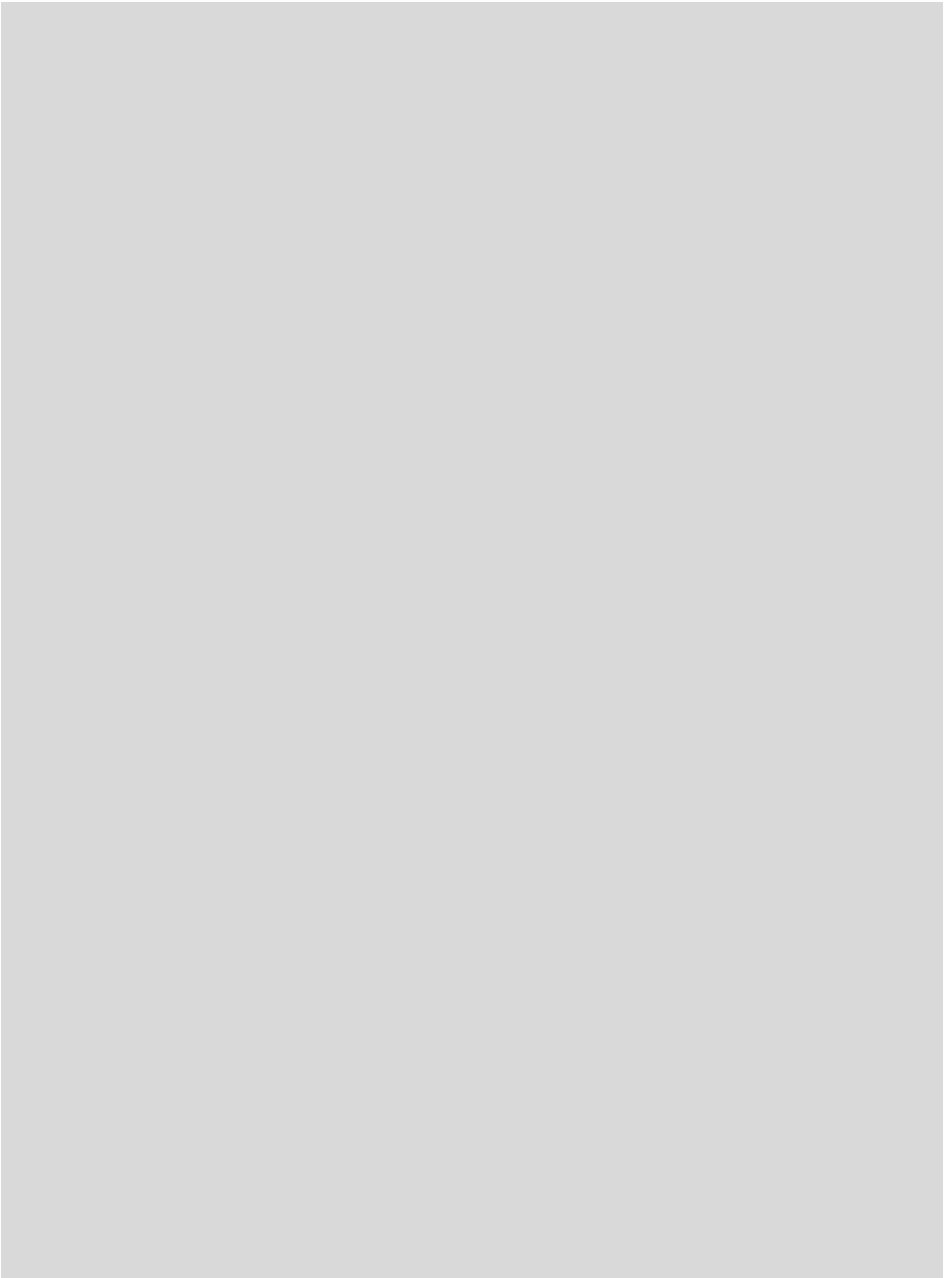
Additional Evidence Forms

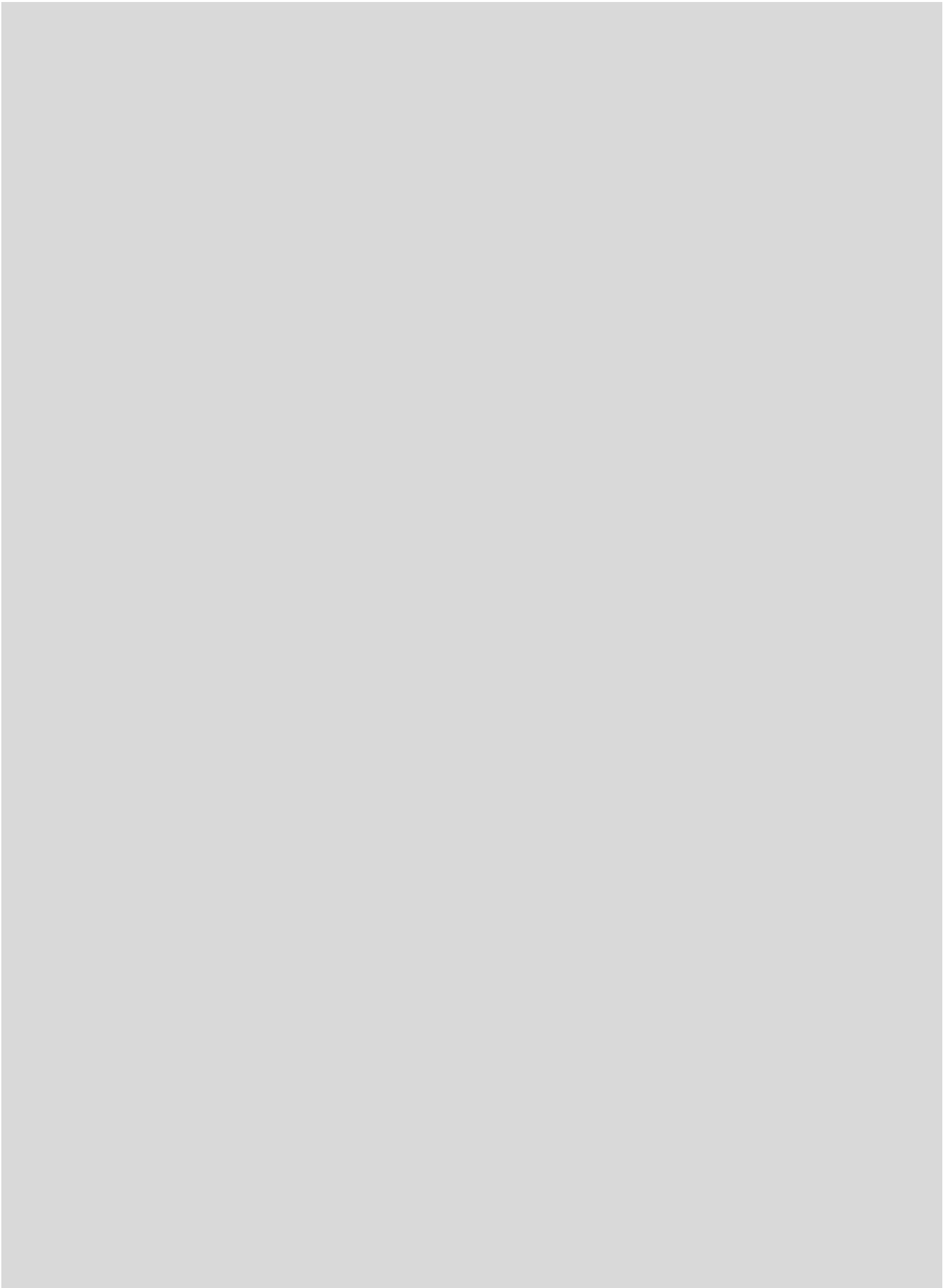
Use these additional forms in order to record additional evidence for the activities within this workbook where additional space is required.

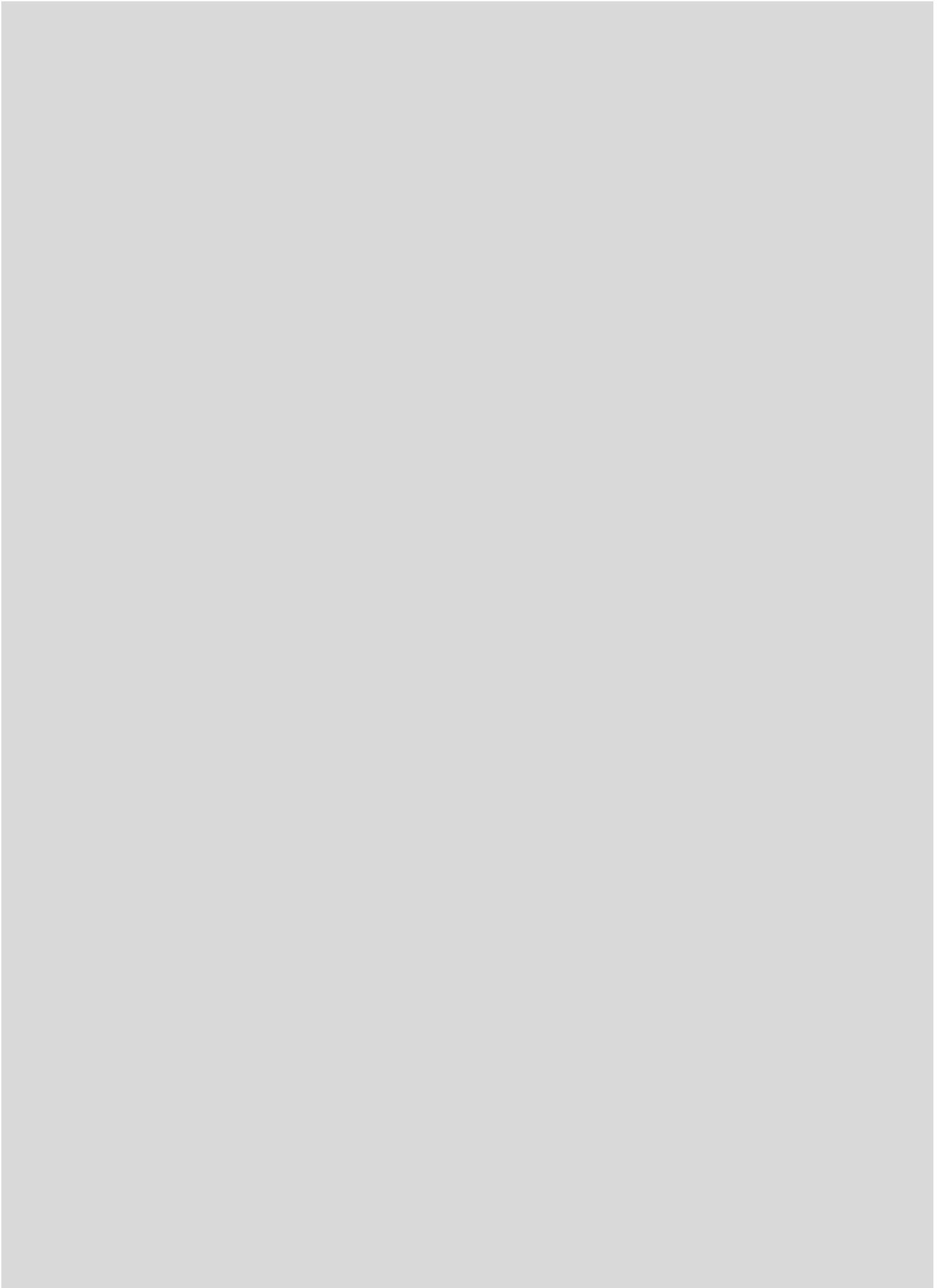
Ensure that each piece of evidence entered on these forms is clearly labelled with the corresponding activity number.

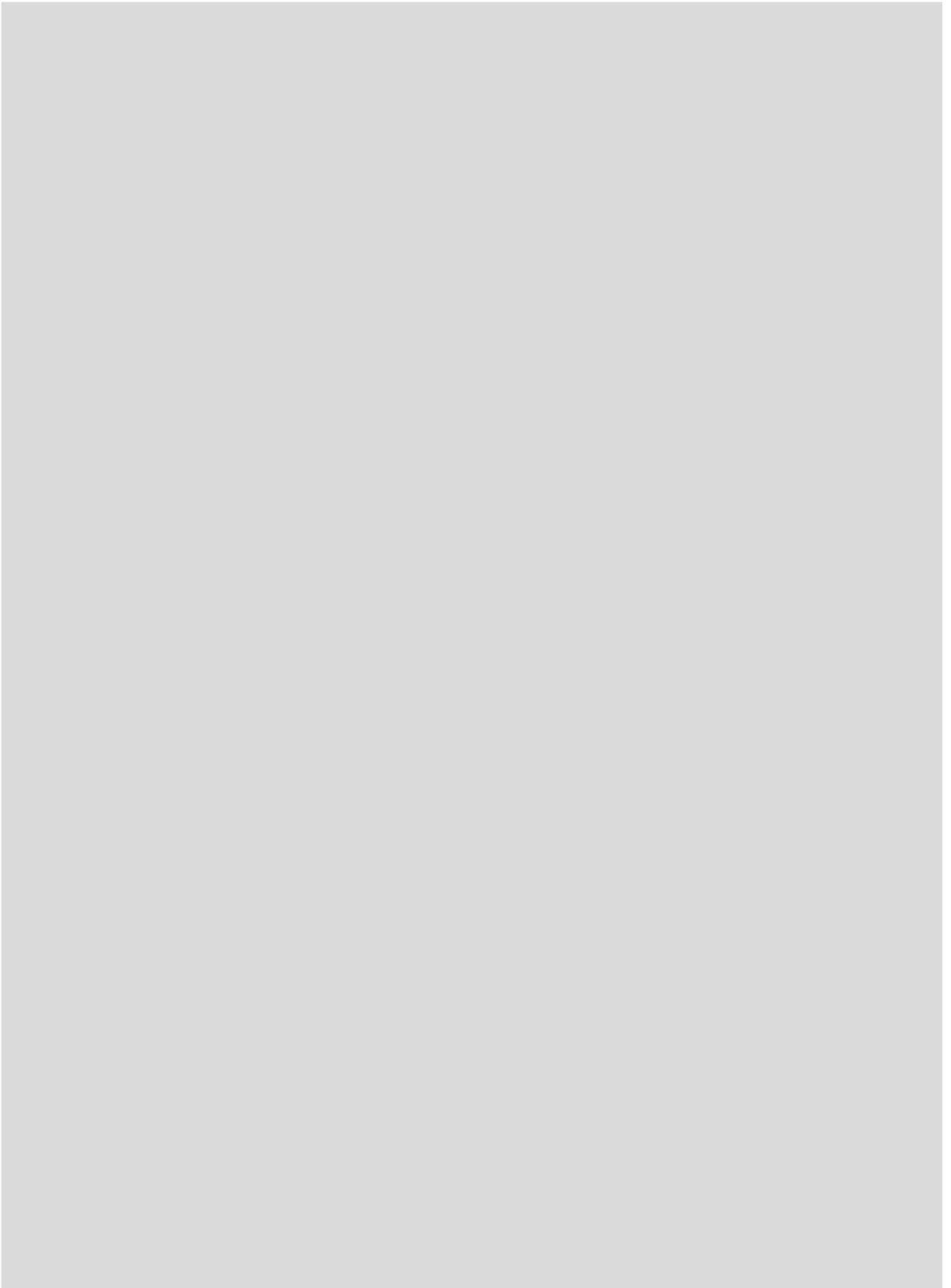












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