T-LEVELS | Institute for Apprenticeships & Technical Education

T Level Technical Qualification in Digital Business Services

Employer set project (ESP)

Core skills

Digital Business

Project brief – Pre-release task

NCFE

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Contents

Pre-release task

The function of the pre-release task is to allow you the opportunity to familiarise yourself with the sector focus of the main brief. Whilst the pre-release task is not directly assessed, you will be able to use your findings to assist your completion of the assessed tasks. You are therefore encouraged to read all instructions and guidance carefully and complete the pre-release task to the best of your ability.

Brief

You are a digital data technician. Your employer is called LuxClink. The business is an importer of premium soft drinks. They want to expand their range of both luxury and budget products for UK consumers. Their current product range is aimed at wholesale business customers such as restaurants and cafes. The owners of the business want to sell their products direct to consumers via a website. The business has noted that there will be a rise in the number of people on low incomes in the UK but also a rise in the income of those in the highest income groups. They plan to take advantage of this change.

You have been asked by LuxClink to complete initial research to help you prepare for the main project. You will be able to use your findings to inform your approach to the main project and support the business to achieve their key aims and objectives.

You should undertake research that explores the following:

- e-commerce and the economy

- the value of digitalisation within the luxury food and drink sector

- the business environment and customer satisfaction

- factors that can drive change

- security and legislation for collecting, storing, and analysing data.

Additional guidance

You are allowed internet access for research and a word processing application or other suitable software to record your research notes. Your notes must adhere to the following:

- all information should be contained within 4 pages (sides), excluding references

- all information should be completed electronically using black font, Arial size 12pt and within standard border sizes unless otherwise specified

- you must clearly show where sources have been used to support your own ideas and opinions

- any quotations from websites must be referenced.

On completion of the task, you will save your research in a .pdf format and submit it to your tutor. If you have not met the conditions above, you can be asked to amend your materials so that they do meet the conditions before the delivery of task 1.

You will be required to sign an External assessment cover sheet (EACS) - declaration of authenticity form to confirm that the work produced is your own.

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Time for completion

There is no restriction on the amount of time you can spend on this activity; however, all pre-release research must be completed and submitted to your tutor no later than 1 week before the start of the employer set project assessed tasks.

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Document information

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