

# Standardisation Training Materials

## Non-exam assessment (NEA)

**NCFE Level 1/2 Technical Award in Business and Enterprise 603/7004/X**

**Session:** 2025/2026

**Training Objective:** To Promote Consistency in Marking and Evaluation Across Assessors by Collaboratively Reviewing and Aligning Assessment Objectives (AOs) and Expectations.

**Training Aim:** the purpose of the standardisation training is to provide delivery teams with an opportunity to reflect on the 2024/2025 NEA, using the Chief Moderator (CM) report and learner work examples. This will support teams in reviewing marks, ensuring consistency in marking, and building confidence in preparation for the 2025/2026 assessment window.

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TRAINING MATERIALS

## **Activity one materials**

### **Task 3 – People and Operations Section of Business Plan**

#### Learner Response:

##### **Operational Plan**

Opening times Monday to Friday 9am till 5pm Saturday 10am till 3pm Sunday 11am till 1 pm

##### **Location and facility**

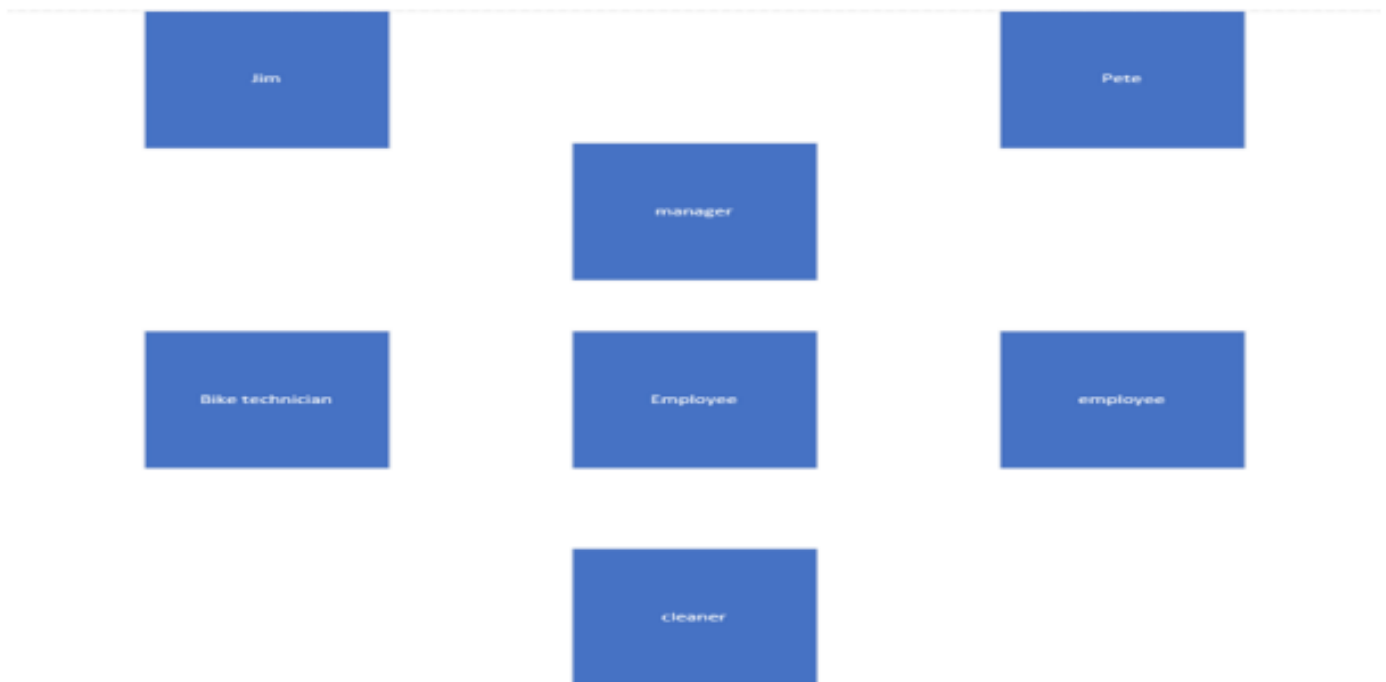
Location: Norwich city centre chapel field second floor

We believe that placing our store inside of chapel field is exceptionally good for business as it has a lot of foot traffic which leads to more potential customers as lots of people walk through there every to go to many different places inside and around the mall.

##### **Staff**

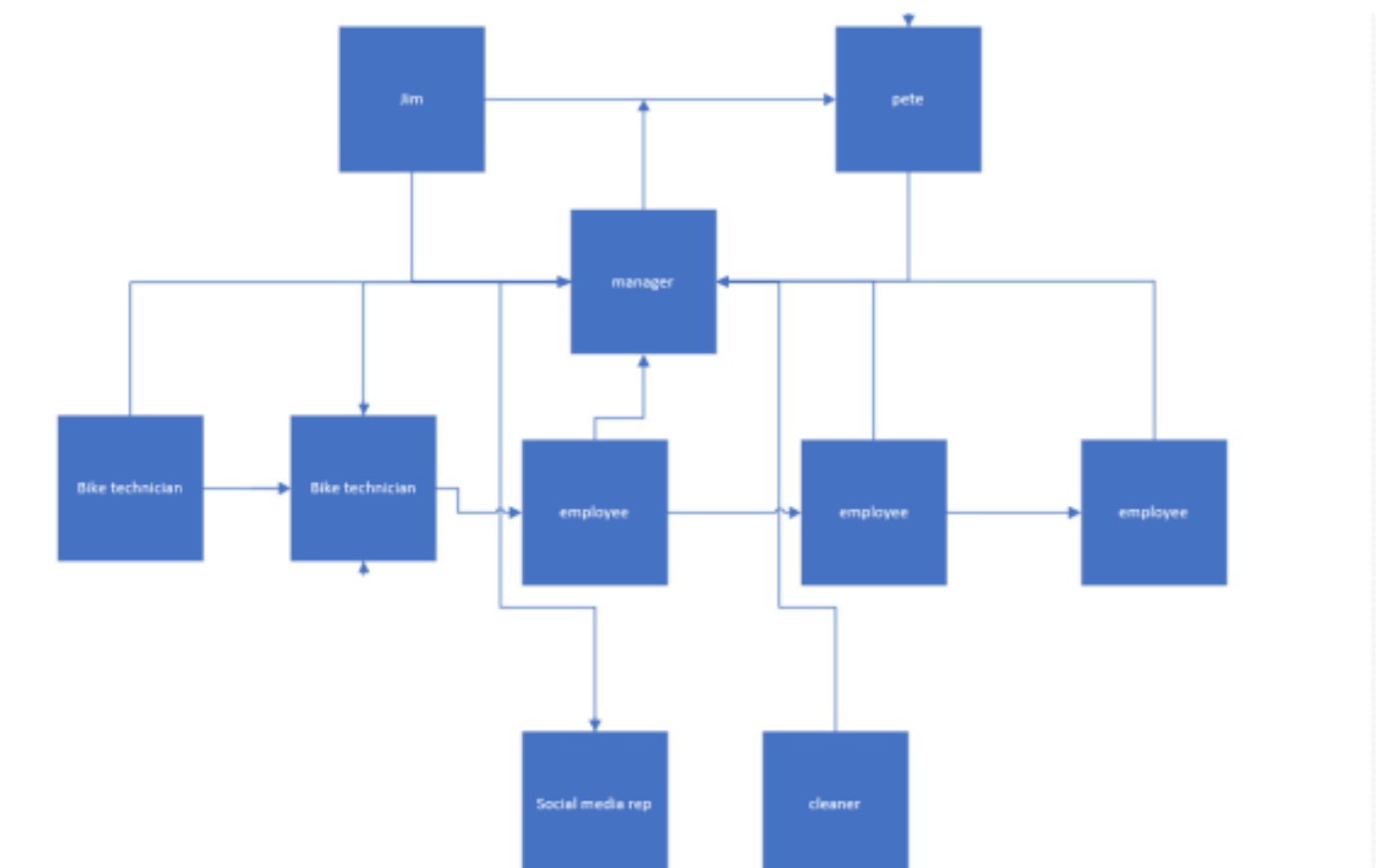
At JPB we have currently five employees working in our Norwich location one that is a fully trained bike technician that has been trained in customer service situations alongside with their technician degrees. We also have a manager that trains new staff when we hire new members to the team that is also qualified to train staff. We have a cleaner that cleans for 2 hours every day, and we have two employees to do general task around our store such as serving customers and restacking shelves.

## Before new staff



When we launch the e bike on the 16th may we will be hiring new staff to help with the realise of the ebike and the new work loads and hiring a social media rep that will be making and posting content to help promote our business and what it has to offer to our customers we will be hiring a new bike technician the help with the production and assisting with repairs and maintenance of the e-bikes. Also, we will be hiring another employee to help with the new workload that will come from the ebike and to also assist the other employees in their work. Lastly, we will be hiring a social media rep that will be in control of all our social media accounts that will have to make ideas what content to post and what is going to engage the audience and what specific tips and ticks that will need to be posted on theses social media sites

## After new staff



### Wages and salaries

Owners/shareholders

Jim and Pete

Jim and Pete both take come collectively 75% of all net profits that our business makes.

Bike technicians £40,000-£50,000 their salaries depend on experience and qualifications and could reach up to £60,000 annually with raises.

Full time employees-£29,000 starting salaries for full time employees and can reach up to £35,000 annually with raises and experience.

Part-time employees-£17 per hour starting then could change to £20 with experience and qualifications.

Cleaner – £14 per hour fixed wage

Social media rep – £20,000-26,000 their salaries depend on their experience and how well they do on the job and could receive large bonuses for impressive work effort.

We have a profit-sharing scheme at JPB where 5% of all profits are shared out the employees so this is added to their salaries and wages.

## Activity two materials

### Task 4: Review and Evaluation

#### Learner Response:

#### **Was my business summary accurate?**

Based on the research summary I can conclude that my research was mostly successful. There were aspects of the brief that were not included which I had to research in order to further understand JPB as a business and set aims and objectives to work towards. For example, I researched into master craftsman salaries in order to conclude how many workers are suitable to fit the manufacturing demand whilst keeping the bikes profitable. I concluded that JPB would need around 3 / 4 workers to fit the workload, whilst also paying them a slightly above average salary, (as JPB wants the best quality) that is still affordable for the business.

However, as my knowledge of e-bikes was limited prior to this assessment and there was limited time for research, there may be some aspects of my summary that are not completely accurate as my research works hypothetically but may not suit the business in real life. An example of this being although I concluded the business should employ three more workers, they may need to employ more as some workers may be stronger in different parts of the manufacturing processes than others or time taken for employees to manufacture the bikes may be slower than calculated.

#### **How well my timeline was adhered to?**

Unfortunately, the timeline was not fully accurate for a multitude of reasons. As we were only allowed to complete this during lesson time. Some of our time was disrupted due to changes in our timetable due to other examinations such as our mocks in October and January. Alongside this we also had revision for our mocks that was prioritised. Other GCSE practical's and coursework were also being completed as this exam took place, such as my GCSE food tech final taking place on one of our double lessons meaning I lost two hours of potential time which I could have used to complete my coursework to a better level or used the time to do more research to further my understanding of what I could do to improve the business. Lastly there were also days I was not in school such as inset days, appointments and college interviews that conflicted with my business lessons, so I also lost time then. This did impact on my focus from one timing to another due to lessons being moved and having to re-evaluate where I had got to before being able to complete any work in the time allowed.

To improve this I could have had a deadline on my questionnaire to get my results quicker so I would have been able to analyse them sooner and used the information I obtained to determine how I planned other aspects of the business such as marketing. Another way I could have used my time better would have been to use one reliable website to obtain all of my information rather than using multiple sources of data on other websites. Although using different websites allowed me to further research to find specific pieces of data it would have

been quicker to find most of the information on one site and only using different websites when completing my competitor analysis.

### **My research**

During task two I was able to research all the data I needed to analyse whilst I was evaluating in task three. Using the internet allowed me to access recent and reliable sources of information for my secondary data as well as being able to compare different pieces of information from multiple websites. By using this, I was able to get data specific to what I was trying to research to further my understanding of what JPB needed as a business. For my primary research, I asked students from my class to fill out a survey. This was also collected online using a google forms survey. This was good as it was easily accessible to use and for students to access. It also allowed me to complete other parts of the task whilst the results from my survey were still not complete and was quicker than alternate methods of obtaining data.

Although I was able to use all of my data within task three there were a few negatives, which may have had an impact on the business, for example the sample of people in my class was too small and may not reflect the same as results taken with a larger number of participants. The students taking my survey also did not fit into the demographic that JPB was aiming to target too which would have also affected the results. Lastly, not all students from my class completed the survey and others took an extended amount of time to complete it.

To improve my research I would use a larger sample size and would try to conduct the research on cyclists who are earning an above average wage. This would allow me to get more accurate data that would better represent JPBs target customers.

### **Market research**

I did a lot of secondary research into competitors for my market analysis. By using the competitors' websites, I was able to find important information about their products, place, price and promotion. This allowed me to understand more about the new market JPB was entering into and find out information about the businesses already in the market. I also used websites to research the amount of people in Norwich, which fit into JPBs target market. This allowed me to adapt my task 2 to fit their target market specifically. For example, I researched how many people in Norwich currently have access to cars and vans, I then found out that most people are using public transport to commute to work. Because of this, I then targeted my advertising to people who take public transport by using advertisements on trains and platforms. I also used my primary research to find out that 100% of people who took my survey voted that they are interested in using more eco-friendly ways of transport. I think using online resources to find that Norwich would be a suitable business selling eco-friendly products and electric bikes, as currently Norwich is the second bike friendliest city after London.

It was hard for me to find specific warehouse prices when I was researching suitable properties as prices could change and interest rates were different for each warehouse. I was planning to conduct more primary research for competitor analysis by asking local bike shops for their prices and their sales information, but I was unable to do this because of timings.

### **Primary and secondary research**

Overall I think that my primary and secondary research made a big difference when I was completing my task 3, I was able to analyse my primary and secondary research and talk about what I did as a result of obtaining my data. However if I were to improve this I would add more details and specific questions to my questionnaire in order to use it within my task 3 and create more detailed responses which could support my other secondary research.

### **The hardest part of my tasks to complete**

The hardest part of completing my business plan was finances. Although I had all the information for finance I struggled when making the graphs, with the time we had, I felt I was letting myself down on this part of the task. I also struggled with calculating the amount of people needed within people and operations. This was because although I could predict the actual number of employees needed by the changes in demand, it is difficult to know employee's efficiency and different abilities meaning I was unable to calculate the suitable amount of employees without hiring some staff for year 1 and further assessing employees efficiency for year 2.

### **How I could have improved by business plan**

Ways I could have improved my business plan were, using a larger sample size during my primary research as well as using people within the businesses target market, this way I would have been able to obtain more specific data that relate to JPB more rather than e-bikes as a product. I would have also created more specific and detailed questions within my questions as I could have used this to support my secondary research and expand my business plan. Secondly, I would have liked to expand more within operations and research the prices for the equipment to make the bikes, and other added costs to manufacture the products. This would have improved my finances, and I would have been able to get a more accurate estimate of the inward and outward costs.

Lastly, there was some part of my project, which I could not expand as I had a lack of time; this was because of lost time due to conflicting dates such as examinations and having to follow the timeline, when I could have gone back and covered aspects in more detail. I think I should have wrote notes at the end of every session to remind me of what I needed to focus on in the next lesson, which overall would have saved me time. This meant some of my project was not completed fully and some aspects lacked detail, due to having to recall what I needed to do.



Assessor Feedback:

<b>Task 4</b> Review and Evaluation  AO5	Band 4 12  <b>Total 12</b>	Excellent analysis and evaluation of the success of the final business plan in relation to the brief, discussed in a comprehensive and highly detailed way. Thoughtful ways to improve the business plan that are comprehensive, highly detailed and highly relevant are provided. A review of each stage of the project has been accounted for with justification and consideration.
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**Summative feedback from assessor to learner**

You have demonstrated and applied a concise understanding of the scenario brief, with an excellent level on analysis.

You have summarised the information, used the source materials to a comprehensive translation, and highly detailed. Your judgements are highly relevant with excellent knowledge and recall shown.

You have demonstrated and applied throughout your project, essential technical skills relevant to the vocational sector and, applied the appropriate tools and techniques required exhausting all areas within the scenario brief and each task within your project. You have also shown an excellent ability to construct a business plan using the elements and shown excellent analytical thinking skills to make reasoned judgements throughout your project. Well done.

**Learner comments**

I am happy with my grades for AO1, AO2, AO3, AO4 and AO5 and my feedback.