Applied General Assignment Brief

Unit 6: planning an e-business strategy

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| **Qualification title** | Level 3 Certificate/Extended Certificate in Applied Business |
| **Unit code** | D/507/6700 |
| **Unit title** | e-business implementation |

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| **Learner name** |  | | |
| **Tutor/Assessor name** |  | | |
| **Assignment Title** | Assignment 2 – Recommending an e-business implementation plan | | |
| **Date assignment issued** |  | **Submission Date** |  |

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| **Performance Criteria** | | | |
|  | **Pass** | **Merit** | **Distinction** |
| **Performance Outcome**  PO 3 and 4 | P7, P8, P9 and P10 | M6, M7, M8 and M9 | D4, D5 and D6 |

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| **Tasks** | **Performance criteria covered** |
| Task 1 | P7, M6 and D4 |
| Task 2 | P8, M7 and D5 |
| Task 3 | P9 and M8 |
| Task 4 | P10, M9 and D6 |

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| **Submission Checklist (please insert the items the learner should hand in)** | **Confirm submission** |
| Task 1 – completed draft materials folder |  |
| Task 2 – completed e-business proposal template (‘e-Business proposal’) |  |
| Task 3 – completed e-business implementation plan templates (‘e-Business implementation plan’, ‘Notes to the e-business implementation plan’ and ‘Metrics to monitor outcomes’) |  |
| Task 4 – completed impact on business proposal template (‘Impact on the business proposal’) |  |
| **Learner - please confirm that you have proofread your submission** |  |

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| **Learner Authentication**  I confirm that the work and/or the evidence I have submitted for this assignment is my own. I have referenced any sources in my evidence (such as websites, text books). I understand that if I don’t do this, it will be considered as a deliberate deception and action will be taken. |
| **Learner Signature Date** |
| **Tutor declaration**  I confirm the learner’s work was conducted independently and under the conditions laid out by the specification. I have authenticated the learner’s work and am satisfied that the work produced is solely that of the learner. |
| **Tutor/Assessor Signature\* Date** |
| \*Please record any assistance given to the learner beyond the group as a whole even if within the parameters of the specification |

**For marking purposes only**

**Marking grid**

|  |  |  |  |  |  |  |  |  |  |  |
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| **Performance Criteria (PC) Achieved** | | | | | | | | | **1stsub\*** | **Resub\*** |
| **Pass** | **1st sub\***  **✓ / X\*\*** | **Resub\***  **✓ / X\*\*** | **Merit\*\*\*** | **1st sub\***  **✓ / X\*\*** | **Resub\***  **✓ / X\*\*** | **Distinction\*\*\*** | **1st sub\***  **✓ / X\*\*** | **Resub\***  **✓ / X\*\*** | **Number of PCs achieved** | **Number**  **of PCs achieved** |
| P7 |  |  | M6 |  |  | D4 |  |  |  |  |
| P8 |  |  | M7 |  |  | D5 |  |  |  |  |
| P9 |  |  | M8 |  |  |  |  |  |  |  |
| P10 |  |  | M9 |  |  | D6 |  |  |  |  |
| **Total PCs achieved:** | | | | | | | | |  |  |

***\* Sub= submission and Re-sub=Re-submission (Re-submission column to be completed only if the learner has re-submitted the assignment).***

***\*\* Achieved (✓ ) Not achieved (X). Please tick or cross for each performance criteria (PC).***

***\*\*\* Distinction and Merit criteria can be achieved only where the associated Merit and Pass criteria have been achieved first.***

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| **Tutor summative feedback for learner**  (Note to tutors: this section should focus on what the learner has done well. Where a learner has not achieved a specific performance criterion or is likely to want to improve on a response to a performance criterion, then you may identify the issues related to the criterion, but should not provide explicit instructions on how the learner can improve their work to achieve the outstanding criteria.)\* |
| Feedback  Tutor name(print) and date |
| Resubmission Feedback  Tutor name(print) and date |

\* All tutor notes should be deleted before the template is used.

**Scenario**

In assignment 1 of unit 6 you planned an e-business strategy for your business proposal. In this assignment, you will develop the components of an e-business proposal designed to put the strategy into action. You will outline the applications required by the e-business proposal and investigate stakeholder approval of them. Once you are satisfied with your outline e-business applications, you will consider the viability of the e-business proposal.

The final section of this assignment requires you to plan for the implementation of your e-business proposal, using a spreadsheet template provided by your tutor. You will reflect on how your implementation plan might impact on the outline plans and coherence of your **unit 5** business proposal. Finally, you will complete your unit 6 portfolio by recommending and justifying changes to your unit 5 business proposals. After this, you will return to your unit 5 portfolio and complete the second assignment of that unit.

**Evidence required for assignment 2**

**Develop an e-business proposal (PO3)**

* Completed draft materials folder (Task 1 – guide time of 2 hours)
* Completed e-business proposal template – ‘e-Business proposal’ (Task 2 – guide time of 2 hours)

**Recommend an e-business implementation plan (PO4)**

* Completed e-business implementation plan templates – ‘e-Business implementation plan’, ‘Notes to the e-business implementation plan’ and ‘Metrics to monitor outcomes’ (Task 3 – guide time of 1 hour)
* Completed impact on business proposal template – ‘Impact on the business proposal’ (Task 4 – guide time of 1 hour)

**Activities**

**Develop an e-business proposal (PO3):**

**Task 1**

Having planned your e-business strategy in task 6 of assignment 1, you will now turn this into practical e-business applications. You should produce at least four outline e-business applications capable of implementing your marketing strategy. These outlines will consist of user screen mock-ups, a description of the intended functionality of the applications as well as their required inputs and intended outputs. Try to ensure that the four outlines get across the nature and purpose of the applications.

Once you have outlined the applications, you will research stakeholder approval of them. You are

likely to do this using a focus groups covering **both** internal and external stakeholders. Get your focus groups to feedback their opinions on the applications **and** channel choice, (eg email, mobile telephone, blogs etc) including overall usability, functionality and benefits.

After collecting this information, you will analyse it to identify findings for your e-business proposal (to be completed in task 2 of this assignment). Finally, you will justify what you consider to be the key findings i.e. ones that are especially useful for developing your e-business proposal.

All of your evidence, analysis and justifications should be kept in a draft materials folder. It is **not** important for this to be presented as a formal report. What’s important is that other people can read the contents of the folder and understand the outlines of your applications, channels used, stakeholder opinions, and analysis and justification of your key findings.

You’re required to:

Complete a draft materials folder, containing:

* At least four outline e-business applications indicative of the e-business strategy
* Information on stakeholder approval of your outline applications and an analysis of this to identify findings for your e-business proposal
* A justification of your choice of key findings, on stakeholder approval, to develop your e-business proposal

**Task 2**

Now that you have gathered feedback from your stakeholders, you should have a clearer idea of the e-business applications needed to implement your strategy. In this task you will describe the components of your e-business proposal, including: the applications to be used, the business processes supported, hardware requirements and training/support for users. Your tutor will provide you with a template for this. However, when completing the template, you should reference your draft materials folder to provide examples of your components and to explain the purpose of the e-business proposal (its rationale). You might want to review your evidence for task 1 before completing this task!

You will need to research the viability of the e-business proposal. You should consider **two** aspects of viability: financial and marketing. For financial viability, you should consider the cost of your e-business proposal in relation to the operations budget allocated in your unit 5 business proposal eg is it affordable or will it have a major impact on other aspects of your unit 5 operations plan? For marketing viability, you should consider the extent to which the customer value proposition offered by your e-business proposal helps to realise your unit 5 sales forecast eg is the customer value proposition sufficient to achieve your target sales or does it mean than your sales forecast needs to be adjusted upwards?

You’re required to:

Complete an e-business proposal template, which:

* Describes the components of your e-business proposal
* Explains the rationale of your e-business proposal
* Evaluates the viability of your e-business proposal

**Recommend an e-business implementation plan (PO4):**

**Task 3**

This task requires you to plan for the implementation of your e-business proposal by considering the:

* E-business technologies to be implemented
* Sequence, timing and duration of implementation
* Budget for implementing the e-business technologies
* Milestones during the implementation of the e-business technologies

Your tutor will provide you with two templates for this. The first one is a spreadsheet which you will use to plan your e-business implementation. It covers the entire bullet points mentioned above. Formulae have already been entered to calculate total costs, so don’t delete them! Modify the spreadsheet if you need more than one set of rows for an e-business technology eg you might delete the row on e-procurement to create an additional row for m-commerce. It’s up to you, but try to keep the spreadsheet onto a single page of A4!

The second template is for you to identify the applications you will use within each e-business technology, the costs of implementing these applications and the nature of the milestones indicated on the schedule. Feel free to refer to tasks 1 and 2 if this is the quickest way to describe the e-business applications you intend to implement.

Having completed these two templates, your tutor will then issue you with a third template for you to explain the *metrics* to monitor the outcomes of your implementation plan. The template provides space for **four** metrics and this should be enough e.g. level of staff competence in using an application; level of positive customer feedback from using an m-commerce application.

You’re required to:

Complete the e-business implementation plan templates, which:

* Plans the implementation of the e-business applications used by your business proposal
* Explains the metrics that might be used to monitor the outcomes of your e-business implementation plan

**Task 4**

You’ve now fully considered an e-business implementation for your business proposal, but before you return to unit 5 (to complete its assignment 2) you will reflect on how this imlementation might modify your business proposal. After all, you now know far more about your e-business external environment and the opinions of stakeholders. This understanding should make you think about your business proposal’s outline plans and coherence.

Your tutor will provide you with a template for this process. It is divided into three stages:

* Stage 1 – what impact might your e-business implementation have on your business proposal’s outline plans e.g. does it affect your marketing mix, financial plan or aspects of your operations?
* Stage 2 – given these impacts, how might you change (adjust) your outline plans ie marketing, operations human resources and financial plans?
* Stage 3 – taking everything into consideration, make justified recommendations on adjustments to your business proposal (brought about by your e-business implementation)

For this last bullet point, you should take all relevant unit 8 evidence into account. Reflect on what you have found out about your e-business implementation and how this might change your business proposal. In considering changes, use the spreadsheet model of your business proposal competed in assignment 1 of **unit 5**. Use this to investigate the effects of any changes and to justify key changes.

You’re required to:

Complete an impact on business proposal template, which:

* Identifies four possible impacts of the e-business implementation on your business proposal
* Analyses adjustments to your business proposal, considering the possible impacts of the e-business implementation
* Recommends and justifies adjustments to your business proposal