

SENIOR ASSESSMENT TASK

Faculty: HSIE	Subject: Work Studies	Topic: Self-Employment
Teacher: Mr. Nonnenmacher	Student:	
Task Description: Assessment Task 2 <u>Topic : Investigate a Self-Employment Opportunity</u> Many thousands of Australians are self-employed across the country. These entrepreneurs are engaged in a variety of work fields using a number of business models. Your job is to investigate the process of setting up either a sole trader or a partnership. You will be research aspects of the process that range from selecting the name to the legal requirements.		
Outcomes/Content Assessed: <ul style="list-style-type: none">• Outcome 3 – analysis employment options and strategies for career employment• Outcome 4 – assesses pathways for further education, training and life planning• Outcome 7 – utilises strategies to plan, organise and solve problems		
Weighting(s): 25%		
Date Given: Week 2, Term 1, 2021	Date of Completion: Week 8, Term 1, 2021	
Task Guidelines: (instructions/marking scale/suggestions) Refer to attached sheet.		
Penalties: If you know you are going to be away you must make alternative arrangements with your teacher beforehand. If you are away on the day you must contact your teacher on your return to school. Documentation will be required in both cases. Failure to follow the above procedures may result in a zero award.		
Please Note: that plagiarism, the using of the work of others without acknowledgement, will incur serious penalties and may result in zero award. Any cheating will also incur penalties.		

Assessment Task Instructions

Part A: Setting up the Business (Knowledge and Understanding – 5 marks)

Step 1 – Describe the nature of your business. Do you sell goods or services? What is your product? Why do you want to sell that? Who do you expect your customer base to be?

Step 2 – Choose between starting a sole trader or a partnership. Describe why you chose this business model. Create an advantage/disadvantage table for your chosen business model related to the type of business you chose.

Step 3 – Create an action plan using the following template that identifies 3 to 5 goals.

Goals to be Achieved	Actions Required	Resources Needed	By When?

Part B: Research for Success (Work Skills – 10 marks)

Step 1 – Registering a Business Name

- go to the following website: <http://www.asic.gov.au/for-business/registering-a-business-name/>
- using the first two links on this site, evaluate what you should consider **before** registering your business name and the **10 steps** required to register a business name

Step 2 – Building Customer Relationships

- go to the following website: <http://www.fairtrading.nsw.gov.au/>
- click on the ‘Business’ Tab, the ‘Dealing with Customers’ Sub-Tab and finally ‘Building Customer Relationships’
- research the importance of first impressions, having telephone success, confirming customer orders and billing

Step 3 – Sales Methods

- same website homepage, use the following tabs: ‘Business’, ‘Selling Goods and Services’, ‘Sales Methods’
- select any two of the top 7 sales methods and provide a paragraph each that describes its unique characteristics, any legal requirements and why you think it would be a good fit for your type of business

Part C: Business Plan (Work Skills – 10 marks)

Complete the following template of a Business Plan. Be thorough and detailed with your template. Justify your responses with research and planning.

This is a hypothetical business so many of your decisions can also be imaginative.

1. Main Product or Service	
2. Location of Business	
3. Number of Employees	
4. Methods of Advertising	
5. Raw materials or products needed	
6. Location where materials are sourced	
7. Product Safety	

Part A: Setting up the Business (Knowledge and Understanding – 10 marks)

Outstanding 9-10	<ul style="list-style-type: none"> • Very creative business name • Realistic and related product type • Thorough description of your product • Excellent explanation as to why you want to sell that product • Highly successful evaluation of customer base • Fantastic compare and contrast of Sole Trader/Partnership • Neat and detailed adv/disadv table • Excellently produced Action Plan
High 7-8	<ul style="list-style-type: none"> • Creative business name • Realistic and related product type • Detailed description of your product • Thorough explanation as to why you want to sell that product • Successful evaluation of customer base • Great compare and contrast of Sole Trader/Partnership • Neat and detailed adv/disadv table • Well produced Action Plan
Sound 5-6	<ul style="list-style-type: none"> • Thoughtful business name • Somewhat realistic and related product type • Description of your product • Some explanation as to why you want to sell that product • Sound evaluation of customer base • Initial compare and contrast of Sole Trader/Partnership • Adv/disadv table included • Initial Action Plan
Basic 3-4	<ul style="list-style-type: none"> • Business name could have more creativity • Unrealistic and perhaps related product type • Short description of your product • Lack of explanation as to why you want to sell that product • Listed characteristics of customer base • Basic compare and contrast of Sole Trader/Partnership • Adv/disadv table may not be included • Partial Action Plan
Limited 1-2	<ul style="list-style-type: none"> • Unoriginal Business name • Unrealistic and unrelated product type • Lack of description of your product • Missing description as to why you want to sell that product • Limited understanding of customer base • No compare and contrast of Sole Trader/Partnership • Adv/disadv table not be included • Action Plan missing

Part B: Research for Success (Work Skills – 10 marks)

Outstanding 9-10	<ul style="list-style-type: none"> • thoroughly evaluated what should be considered before registering a business name and the 10 steps to register a name • Conducted excellent research on the importance of initial impressions, having telephone success, confirming customer orders and billing • Selected two sales methods and provided a thorough and detailed paragraph on each that accessed its unique characteristics, any legal requirements and why you think it would be a good fit for your type of business
High 7-8	<ul style="list-style-type: none"> • evaluated what should be considered before registering a business name and the 10 steps to register a name • Conducted strong research on the importance of initial impressions, having telephone success, confirming customer orders and billing • Selected two sales methods and provided a mostly detailed paragraph on each that discussed its unique characteristics, any legal requirements and why you think it would be a good fit for your type of business
Sound 5-6	<ul style="list-style-type: none"> • listed what should be considered before registering a business name and the 10 steps to register a name • Conducted some research on the importance of initial impressions, having telephone success, confirming customer orders and billing • Selected two sales methods and provided a developing paragraph on each that discussed its unique characteristics, any legal requirements and why you think it would be a good fit for your type of business
Basic 3-4	<ul style="list-style-type: none"> • partially considered before registering a business name and the 10 steps to register a name • Conducted little research on the importance of initial impressions, having telephone success, confirming customer orders and billing • Selected one sales method and provided a short paragraph that discussed its unique characteristics, any legal requirements and why you think it would be a good fit for your type of business
Limited 0-2	<ul style="list-style-type: none"> • did not attempt to consider before registering a business name and the 10 steps to register a name • Conducted no research on the importance of initial impressions, having telephone success, confirming customer orders and billing • Selected one sales method and provided a point form that may have discussed parts of its unique characteristics, any legal requirements and why you think it would be a good fit for your type of business

Part C: Business Plan (Work Skills – 10 marks)

Outstanding 9-10	<ul style="list-style-type: none">• Business plan was completed in an exceptionally thorough and detailed manner and was backed with research and hypothetical scenarios• All parts of the plan were completed• Fair Trading and perhaps another source was used to conduct research
High 7-8	<ul style="list-style-type: none">• Business plan was completed in a thorough and detailed manner and was often backed with research and hypothetical scenarios• All parts of the plan were completed• Fair Trading was used to conduct research
Sound 5-6	<ul style="list-style-type: none">• Business plan was completed with some detail and was sometimes backed with research and hypothetical scenarios• Most parts of the plan were completed• Fair Trading was used to conduct research
Basic 3-4	<ul style="list-style-type: none">• Business plan was completed with a lack of detail and was rarely backed with research and hypothetical scenarios• Some parts of the plan were completed• Fair Trading may have been used to conduct research
Limited 0-2	<ul style="list-style-type: none">• Business plan was partially completed with no detail and was not backed with research and hypothetical scenarios• Few parts of the plan were completed• Fair Trading was not used to conduct research