

Qualification:	BTEC Level 2 First Extended Certificate in Business		
Student name:			
Teacher name:	Mr Thompson		
Assignment title: 'Explore Business Activity Online'			
UNIT 14: BUSINESS ONLINE (60 GLH)			
Assignment No: 1 of 4	Date set: Friday 2nd Feb 2018	Date due: Friday 3rd March 2018	Date received:



ASSIGNMENT FRONT SHEET
BTEC Level 2 First Extended Certificate in Business
Unit 14

<u>Student Action:</u> (Tick when you have completed the following...)	
1. Has your candidate name, candidate number, centre number and page numbers been added to each page?	
2. Has your work been spell checked and proof read by yourself and one other? Signature of 2 nd reader: _____	
3. Have all performance criteria headings been clearly identified and underlined?	
4. Is the final draft at the front of your portfolio with additions written in red? Previous drafts should be stapled, clearly marked and face backwards at the end of the portfolio!	
<u>Assessor comments:</u>	
Level 1	
1A.1: Identify the purpose and features of the online activity of three businesses.	
1A.2: Outline how two businesses have amended their online business activities in line with changes in the online business environment.	
Level 2 Pass	
2A.P1: Describe the purpose and features of the online activity of two contrasting businesses.	
2A.P2: Explain how two contrasting businesses have amended their online business activities in line with changes in the online business environment.	
Level 2 Merit	
2A.M1: Compare the ways in which two contrasting businesses conduct their online business activities.	
Level 2 Distinction	
2A.D1: Assess, using examples, how the current online business environment impacts on the achievement of business aims.	
Assessor signature:	Verifier signature:
Assessor name: A Hadlow	Verifier name:
Date:	Date:

Assignment 1 of 4: Explore Business Activity Online

This assignment will allow you to achieve the following criteria towards unit 14:

Level 1		Level 2 Pass		Level 2 Merit		Level 2 Distinction	
1A.1	✓	2A.P1	✓	2A.M1	✓	2A.D1	✓
1A.2	✓	2A.P2	✓	2B.M2		2B.D2	
1B.3		2B.P3		2C.M3		2C.D3	
1B.4		2D.M4		2D.D4			
1C.5		2D.M5					
1D.6							
1D.7							
1D.8		2D.P8					

Scenario...

A local business forum meets regularly and is currently discussing the benefits of having an online presence. They have asked you to produce a written report which will advise them on the online activities of other businesses. They would like the report to consider the online activities of some well-known businesses.

Task 1

Choose two contrasting businesses and describe the purpose and features of their online activities.

Your two chosen businesses must be from separate categories of online activity:

- Internet services
- Direct selling of goods and/or services
- Banking services
- Education
- Advertising or marketing
- Government services

Write about the two businesses separately and consider the following questions:

Purpose...

- Why do they have an online presence?
- Is it to promote the organisation?
- Is it because their rivals do and they are competitive?
- Is it simply for customer service reasons – to help customers?
- Is there a reason one website is better than the other?
- Are they investing more in online activities for a reason?

Features...

- Do they have a website? If so, what exactly does the website do, other than provide information?
- Is it interactive? Can customers 'log in'?
- Can products/services be purchased/ordered online?
- Do they have a mobile app? If so, what does it do?
- Is there any downloadable content?
- Are there images/videos/sounds?
- Are there any 'personalised' features?

Consider the following exam board guidance:

"Types of online presence may depend on the size and scale of the business and the sector in which it operates, e.g. the business may operate entirely or partially online."

Type of activity, including:

- *Business to Business (B2B) and Business to Consumer (B2C), e.g. own online sites, hosted through an intermediary such as eBay shops*
- *Consumer to Consumer (C2C), e.g. eBay, Gumtree, community forums*
- *Complementing offline activities, e.g. order online and collect in-store*
- *Passive presence, e.g. brochures*
- *Interactive presence, e.g. providing information in response to enquiries, inviting online transactions, etc.*
- *Interactive customisation, e.g. digital image processing"*

Task 2

Now that you have looked at each business separately, make a comparison between the purpose and features of both.

Consider the following questions...

- Does one have more of an online presence than the other?
- Does one have online sales while the other simply has information?
- Does one have customer accounts and therefore use security to protect login information such as passwords and customer payment information such as stored card numbers?
- Does one use a mobile app?
- Does one have images, play video and sounds?
- Can you order on both websites?
- Do both use their websites for advertising to increase revenue?

Don't forget that as well as comparing the features and functionality of their activities, you must also compare the purpose.

Consider the following exam board guidance:

- *“The purpose of doing business online/having an online presence, e.g. providing services or goods, giving customers easy access to information*
- *The achievement of business aims and objectives through an online presence e.g. profit maximisation, market growth, market share*
- *The provision of effective communication, e.g. bulletins, forums, mass communication, distribution lists*
- *The customer interface, including:*
 - *move to indirect rather than direct contact with customers*
 - *online customer service*
 - *one-to-one relationships*
 - *mass customisation*
- *Relationship marketing*
- *Advantages and disadvantages of having an online presence*
- *How businesses operate online, including having a website*
- *Market presence, e.g. 24 hours 7 days a week visibility, global presence”*

Task 3

Using those same contrasting businesses, explain how their online business activities change over time.

- Do they ever update their websites? If so, why?
- Think about the look of the site, its functionality (ordering online etc.)
- Have they added any other online formats recently? For example a new mobile app or mobile/tablet friendly website?
- Have they embraced social media e.g. a Facebook page, Twitter feed etc?

Are these changes because the online environment has changed? Are the businesses simply keeping up with these changes/trends?

Consider the following exam board guidance...

- *“Changes in media formats, including growth of social media, e.g. Twitter, Facebook*
- *The impact of growth of social media on online business activity*
- *Changes in technology, e.g. smart phones, tablets, WiFi availability, mobile apps*
- *Online advertising, e.g. web banners, sponsorship, Google Adwords*
- *Effects of the current online business environment on the achievement of business aims”*

Task 4

Assess, using examples, how the current online business environment impacts on the achievement of business aims.

Using the two businesses you have already studied, as well as examples from other businesses, show that you understand how the wider online business environment affects whether businesses achieve their aims or not.

Think about some common business aims and discuss how the online environment impacts on their success, e.g.

- To increase sales,
- To make a profit,
- To expand/grow,
- To increase market share.

For example...

- You could argue that developing a new mobile app will help to increase sales, as businesses are providing an extra method for consumers to purchase goods/services and therefore revenue will increase.
- However, does that necessarily mean profits will rise? Mobile apps may be expensive to launch and promote, and to run given the expertise needed to create and maintain something competitive, functional and secure. If the costs are too high, an increase in revenue may not actually lead to an increase in profits. Some customers may use the app to browse and then purchase in store – is this helping the business achieve its aims?

Businesses may still feel that it's a worthwhile investment, as otherwise they may get left behind in a competitive market.

Suggested resources for this assignment:

<http://www.businessinsider.com/what-popular-websites-used-to-look-like-2014-2?op=1>

www.archive.org

This website will not run in school