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| Ofqual QAN | 600/2480/X |
| Quartz ID | SAMPLE |
| Qualification | Level 5 Diploma in Business |

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| Unit ID | SAMPLE |
| Assessment | Start-up Business |
| Assessment Type | Global Assignment |
| Assessment Cycle | SAMPLE |

Important notes

- Please refer to the *Assignment Presentation Requirements* for advice on how to set out your assignment. These can be found on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.
- You **must** read the NCC Education document *Academic Misconduct Policy* and ensure that you acknowledge all the sources that you use in your work. These documents are available on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.
- You **must** complete the *Statement and Confirmation of Own Work*. The form is available on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.
- Please make a note of the recommended word count as stated in the brief. The maximum word count limit is the recommended work count plus 10% leeway. Submissions which exceed the maximum word count limit will be marked only up to the maximum word count limit. Any text that exceeds the maximum word count limit will not be marked. You must follow the note on word count as stated in the Submission Requirements section of the brief.
- You must submit a paper copy and digital copy (on disk or similarly acceptable medium). Media containing viruses, or media that cannot be run directly, will result in a fail grade being awarded for this assessment.
- All electronic media will be checked for plagiarism.

Aim

The aim of this assignment is to assess your level of understanding of the key concepts discussed during this unit and to what extent you are able to apply them in a business context.

Instructions:

- Read the scenario carefully.
- Answer all five tasks.
- All responses must be applied to the scenario.

Each task is worth 20 marks.

Scenario

DropParcel is an app-based start-up preparing to launch. DropParcel aims to connect self-employed couriers and van drivers with local businesses that need fast, flexible, same-day deliveries.

The business is digital-first, built around a mobile platform and real-time scheduling and relies heavily on freelance partnerships.

The founder has strong technical skills but limited experience in business planning, operational risk and stakeholder communication. DropParcel has secured early-stage funding and is aiming for a soft launch within the next three months. However, several important strategic and operational decisions still need to be made.

DropParcel has already developed a working prototype of its app and is now recruiting freelance couriers for its pilot launch in Greater Manchester. The goal is to onboard at least 25 drivers and test booking, payment and customer notification systems before going live. Initial customers will include independent florists and small retailers who need same-day delivery options.

No formal marketing has started and the founder is unsure how to prioritise activities during the pre-launch period.

Task 1 - 20 marks

- Define the key features of a start-up and explain how they apply to this business.
- Analyse TWO (2) specific early-stage challenges that DropParcel is likely to face during its soft launch.

Task 2 - 20 marks

- Outline the key stages DropParcel should follow in developing a clear start-up strategy from planning to launch.
- Explain why aligning its mission, vision and values is important at this stage.

Task 3 - 20 marks

- Based on DropParcel's planned services and customer types, explain TWO (2) likely needs or expectations these businesses may have from a same-day courier service.
- Assess how DropParcel's digital-first model and plans for regional growth could influence early decisions about staffing, pricing and service features.

Task 4 - 20 marks

You have been asked to help prepare a basic operational plan to guide DropParcel through its first month of pilot operations.

- Create a launch activity schedule that includes at least THREE (3) prioritised activities. For each, explain how it supports DropParcel's strategic goals.
- Identify ONE (1) realistic operational risk and recommend a basic business continuity action to reduce its impact.

Task 5 - 20 marks

- Explain why clear and consistent communication will be essential for DropParcel during its launch, especially when coordinating a remote team and freelance drivers.
- Evaluate how DropParcel could use at least TWO (2) digital communication tools to build early operational effectiveness and brand credibility.

Guidance

Consult with your tutor if you are uncertain about any aspect of this assignment.

Submission requirements

- You must submit a word-processed report.
- Your report should answer all tasks. The word count for your report is **3000 words**.

Word Count

The word count for this assignment is **3000 words**. Pay careful attention to the mark allocation for each task so you don't spend too much time on any ONE (1) section.

You **MUST** state the word count in the header of your assignment and declare the number of words on your assignment cover sheet. You **MUST** confirm that you have not exceeded the stipulated word limit by more than 10%.

Any words written beyond the stipulated limit will not be read by the examiners; no marks will be awarded, and no feedback provided for any text beyond the prescribed limit.

In accordance with accepted academic practice, the notion of a word count includes the following without exception:

- All titles or headings that form part of the actual text. This does not include the fly (or cover) page or reference list.
- All words that form the actual essay
- All words forming the titles for figures, tables, and boxes. However, this does not include the text within boxes, tables, or figures themselves.
- All in-text (bracketed) references
- All directly quoted material.

Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

Have you read the NCC Education document *Academic Misconduct Policy* and ensured that you have acknowledged all the sources that you have used in your work?

Have you completed the *Statement and Confirmation of Own Work* form and attached it to your assignment? **You must do this.**

Have you ensured that your work has not gone over or under the recommended word count by more than 10%?

Have you ensured that your work does not contain viruses and can be run directly?