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Qualification	Level 3 Diploma in Business

Unit ID	<i>Sample</i>
Assessment	Advanced Basics in Business
Assessment Type	Global Assignment
Date	<i>Sample</i>

SAMPLE Assignment Question Paper

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 *Campus*. Click on Policies and Advice in the left-hand menu and look under the Advice section.
- You must read the NCC Education documents 'What is Academic Misconduct? Guidance for Candidates' and 'Avoiding Plagiarism and Collusion: Guidance for Candidates' and ensure that you acknowledge all the sources that you use in your work. These documents are available on *Campus*. Click on Policies and Advice in the left-hand menu and look under the Policies section.
- You **must** complete the '**Statement and Confirmation of Own Work**'. The form is available on *Campus*. Click on Policies and Advice in the left-hand menu and look under the Policies section.
- **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.

Introduction

You should select concepts, theories and frameworks from the course to apply to your answers.

This assignment requires you to demonstrate knowledge and skills you have acquired throughout the course of this module, by completing SIX (6) tasks. The total word count is FOUR THOUSAND (4,000) words. Your answers to the tasks must be fully referenced. The word target for each answer is stated.

Case Study

The British restaurateur, Jamie Barber, has watched his industry be hammered by lockdowns and, since being allowed to reopen, has struggled with a staffing crisis.

“Lockdown shook people’s working habits up quite dramatically”, he says. “There were a lot of people that went back to their native countries and decided to resettle there. And then there are a lot of people that have retrained and gone on to other jobs. There are chefs and waiting staff who feel that working restaurant hours, Monday to Saturday, [including] very late nights is not for them anymore.”

Barber has been in the restaurant business since 1999, when he founded Hush restaurant in Mayfair, London. He now also owns Haché Burgers chain, which has eight outlets, and Cabanas, a chain of five Brazilian barbecue restaurants. The latter, launched in 2011, had grown to 11 sites, but in 2018 began to retrench as underperforming sites were closed. Cabanas entered administration in 2019 and Barber acquired the five remaining London restaurants.

Undeterred by this setback nor the pandemic, Barber launched a food delivery business, My Supper Hero (MSH), in 2021, with his friend and co-founder, Myleene Klass, who is best known as a musician and television personality.

“I’ve been in the restaurant industry and surrounded by chefs for 20 years and lockdown was a bit of a shocker for us because suddenly we didn’t have access to the kind of food that we have been used to eating,” Barber says.

“I do most of the cooking in the family and I was cooking every day and the only alternatives at that point were takeaway delivery businesses, which are a nice naughty treat every so often, but not something you want to have on a regular basis. And we tried some of the recipe boxes, but we found them very basic and very time consuming. You still have raw ingredients and there is a lot of work in putting those together. I thought there must be a way to eat really brilliantly at home in a very short amount of time without being a slave to the kitchen.”

The concept for My Supper Hero is that the restaurant-quality meals are all pre-prepared by a team of five in-house chefs and then dispatched to homes, where they have to be reheated and served up. When Barber spoke about the idea with Klass she could immediately see the appeal. “I’ve got a blended family of seven and it can feel quite overwhelming on a Friday when I’ve got to cook for seven people. That’s a lot for me when I’ve run out of ideas,” she said.

Klass has also worked in marketing and branding for 17 years, having designed and launched clothing ranges with retailers including Littlewoods, Mothercare and Next. She is applying that experience to building a food brand, she says.

“I’ve started all of my brands from the ground up. I’ve never been the kind of person that just walks into a situation, grabs a cheque and disappears. I really take huge pride in making sure that I’m involved and understand everything from the production side of things to making sure the customer is looked after,” Klass says. “Underestimate me at your peril.”

She has also been very hands-on with the development of the food start-up’s packaging. “So many delivery food services use excessive packaging, and I didn’t want our packaging to make me feel guilty and like we were contributing to the waste problem,” she says.

“All of our packaging, even the plastics, are plant-based and are fully compostable. People ask, why we are making all these boxes? It’s because the world has changed. People want different things from their food delivery services.”

The pair, who did not take a salary to begin with, raised more than £500,000 from angel investors to help them get started. Investors include Ed Woodward, the former executive vice-chairman of Manchester United. Barber anticipates that they will need to raise additional investment as the volume of orders have been steadily increasing since the company launched.

The original plan had been to promote My Supper Hero to a local north London audience, “so we could really understand our audience and learn from a small data group”. But as word got out on social media, especially in light of Klass’s involvement, demand began to snowball and they now deliver nationally, twice a week. Popular dishes include a whole roasted sea bream, tortelloni of slow cooked beef and black truffle, and a truffle-roasted Suffolk chicken. Prices start at £13.50 per person, with a 15 per cent discount available for subscribers.

It’s a crowded market, but there are signs that My Supper Hero is striking a chord with customers, Barber says. “There is a gentleman in Scotland that is ordering five kits a week. That gives me so much joy to think that this little thing that we thought about in a room in north London, is giving somebody pleasure hundreds of miles away.”

My Supper Hero (2025) About My Supper Hero. Available at <https://www.mysupperhero.com> (accessed 20 December 2024)

Task 1 – 15 Marks

Using concepts from topic 1, discuss how Barber is using opportunities and overcoming challenges to foster an innovative business culture.

Word target = 600 words

Task 2 – 15 Marks

Imagine you are Barber and Klass, use the marketing mix to establish THREE (3) SMART objectives for what you will try to achieve by marketing activities/interventions. These should be specific about the nature of change which you hope to achieve to address problems outlined in the case study.

Word target = 600 words

Task 3 – 15 Marks

Examine the benefits and drawbacks of outsourcing for *My Supper Hero* and conclude whether you think it is a viable option.

Word target = 600 words

Task 4 – 20 Marks

Apply the FIVE (5) elements of service concept to explain the service design of *My Supper Hero*.

Word target = 800 words

Task 5 – 15 Marks

Visit the website www.mysupperhero.com and analyse how MSH helps or hinders the 'race to the bottom'.

Word target = 600 words

Task 6 – 20 Marks

Discuss the different ways that *My Supper Hero* may seek to raise finance.

Word target = 800 words

Guidance

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

Submission requirements

- You must submit a word-processed document.
- You should answer Tasks 1 to 6. The word count for your assessment is FOUR THOUSAND (4,000) words.
- All references and citations must use the Harvard Style.

Word Count

The word count for this assignment is **4000 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 documents 'What is Academic Misconduct? Guidance for Candidates' and 'Avoiding Plagiarism and Collusion: Guidance for Candidates' 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%? ☐