Applied General Assignment Brief

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| **Qualification title** | Level 3 Certificate/Extended Certificate in Applied Business |
| **Unit code** | Y/507/6696 |
| **Unit title** | Business Dynamics |

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| **Learner name** |  | | |
| **Tutor/Assessor name** |  | | |
| **Assignment Title** | **Assignment 1 – Morrisons’ business advantages** | | |
| **Date assignment issued** |  | **Submission Date** |  |

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| **Performance Criteria** | | | |
|  | **Pass** | **Merit** | **Distinction** |
| **Performance Outcome**  PO 1 and 2 | P1, P2, P3, P4, P5 and P6 | M1, M2, M3, M4 and  M5 | D1 and D2 |

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| **Tasks** | **Performance criteria covered** |
| Task 1 | P1, P2, P3, M1 and M2 |
| Task 2 | P4 and M3 |
| Task 3 | P5, M4 and D1 |
| Task 4 | P6, M5 and D2 |

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| **Submission Checklist (please insert the items the learner should hand in)** | **Confirm submission** |
| Task 1 – completed business organisation template |  |
| Task 2 – completed recruitment methods template |  |
| Task 3 – completed organisational ‘health check’ template |  |
| Task 4 – completed competitive advantage template |  |
| **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** |
| P1 |  |  |  |  |  |  |  |  |  |  |
| P2 |  |  | M1 |  |  |  |  |  |  |  |
| P3 |  |  | M2 |  |  |  |  |  |  |  |
| P4 |  |  | M3 |  |  |  |  |  |  |  |
| P5 |  |  | M4 |  |  | D1 |  |  |  |  |
| P6 |  |  | M5 |  |  | D2 |  |  |  |  |
| **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:**

The fourth largest supermarket chain in the UK, Morrisons PLC is UK national supermarket chain with an approximate annual turnover of £17.74 billion pounds: <https://www.statista.com/statistics/382306/morrisons-turnover-united-kingdom-uk/>.

As a PLC, Morrisons shares are traded on the London Stock Exchange <https://www.londonstockexchange.com/exchange/prices-and-markets/stocks/summary/company-summary/GB0006043169GBGBXSET1.html> and as of 2020, they had 495 stores in the UK and Ireland combined as well as one megastore in Gibraltar, making it one of the ‘big four’ supermarkets in the industry.

**Morrisons** have asked for help in deciding where their company strengths and weaknesses truly lie- which is where you come in- in order to satisfy **PO1** you will need to demonstrate that first and foremost you know who Morrisons are, start to understand how they conduct their business, and ways in which they might be able to improve, in **PO2** you will start looking at how effective Morrisons practices are and recommending any alterations to what they have in place already, and then moving on to the type of company Morrisons is, and the rewards and issues this type may bring.

**Evidence required for assignment 1**

• **Understand business organisation (PO1)**

* Completed template on factors affecting Morrisons’ form of ownership and organisation of functional activities (Task 1 – write up guide time of 1 hour)

• **Investigate business advantages (PO2)**

* Completed template analysing the effectiveness of Morrisons’ recruitment methods (Task 2 – write up guide time of 1 hour)
* Completed organisational ‘health check’ template, evaluating the suitability of Morrisons’ organisational type (Task 3 – write up guide time of 1 ½ hours)
* Completed template evaluating the extent to which Morrisons holds a competitive advantage (Task 4 – write up guide time of 1 ½ hours)

**Activities:**

**Understand business organisation (PO1): Task 1**

Your initial task requires you to investigate the vision, aims, form of ownership and organisation of Morrisons. You will need to carry out secondary research, for example using information from its annual reports and its careers website in order to investigate these areas. For this task, you should consider Morrisons as a whole, as opposed to specific stores.

You’re required to:

* Complete a business organisation template, which:
  + Outlines **two** market opportunities for Morrisons and the benefits to it of using vision statements and aims
  + Describes Morrisons’ form of ownership, the interests of **four** of its stakeholder groups, and explains how **two** factors have determined its form of ownership
  + Outlines the organisation of Morrisons’ functional activities and explains how **two** factors have affected this

**Investigate current business advantages (PO2):**

**Task 2**

This task requires you to investigate the effectiveness of recruitment carried out by Morrisons. For this task you will be focussing on an aspect of Morrisons’ activities e.g. you might want to investigate recruitment within a specific store. You will need to research Morrisons’ careers website, and you should initially **outline** the methods of recruitment used by Morrisons for a **managerial** and a **supervisory** position within the division of the business you are investigating (e.g. Sittingbourne branch). Based on this understanding, you should then **analyse** the effectiveness of these recruitment methods i.e. how they could help to recruit the best people for the positions you outlined earlier.

You’re required to:

• Complete a recruitment methods template, which:

o Outlines the methods of recruitment used by Morrisons for **one**

managerial post and **one** supervisory position

o Analyses the effectiveness of Morrisons’ recruitment

**Task 3**

This task requires you to identify the organisational type of Morrisons PLC. You could investigate the company as a whole again, as opposed to a single store.

You will then produce a concise **explanation** of how the organisational type helps, Morrisons to exploit market opportunities, operate efficiently and motivate its staff. Based on this analysis, which should be supported by evidence, you will then **evaluate** the **suitability** of the organisational type i.e. do you think that this is the best organisational type for Morrisons if their aim is to exploit its market opportunities, operate efficiently and motivate its staff as much as possible? No perfect answer here – just consider alternative organisational types and, based on your research, make supported judgements on how a different type might improve Morrisons. From here you can then make an overall evaluation of the suitability of Morrisons’ organisational type.

You’re required to:

• Complete an organisational ‘health check’ template, which:

o Describes Morrisons’ organisational type

o Explains how Morrisons’ organisational type could have helped it to:

exploit market opportunities; operate efficiently; motivate staff

o Evaluates the suitability of Morrisons’ organisational type

**Task 4**

This task requires you to consider the extent to which Morrisons holds a competitive advantage as a whole. When **outlining** the competitive advantage which *could* be held by Morrisons, you should consider all three potential sources i.e. production costs, consumer benefits and unique selling proposition. These outlines should be backed by evidence from your research. This research is likely to go beyond Morrisons own websites. This will be particularly important when you go on to **analyse** the factors affecting the **ability** of Morrisons to *actually* hold a competitive advantage. You won’t be able to carry this out without considering the competition faced by Morrisons from other chains. The role played by trademarks and patents is also important. Once you have analysed these factors, you will then be in a position to **evaluate** the **extent** to which Morrisons really does hold a competitive advantage. For example, which of its competitive advantages are most significant and likely to make a real difference? Why is this one more significant than the other competitive advantages you have considered? Support your judgements, as always, with evidence!

You’re required to:

* Complete a competitive advantage template, which:
* Outlines **three** ways in which Morrisons could hold a competitive advantage
* Analyses the factors affecting the ability of Morrisons to hold a competitive advantage
* Evaluates the extent to which Morrisons holds a competitive advantage