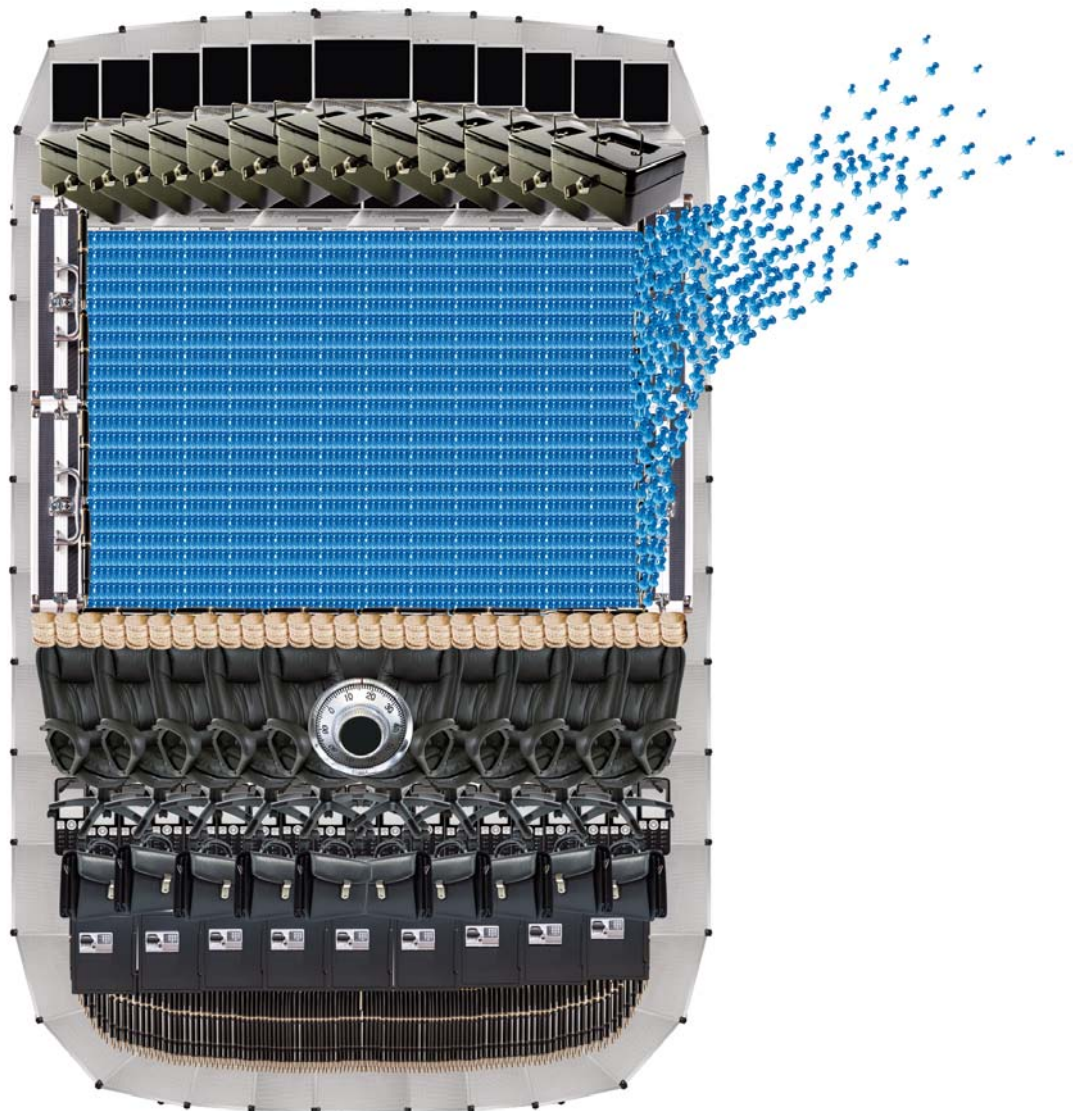


BACKGROUND MATERIAL AND PRE-RELEASE RESEARCH TASKS

UNIT 2 - BUSINESS COMMUNICATION AND ADMINISTRATION



Level 3 Diploma Principal Learning
Specimen paper



BUSINESS, ADMINISTRATION AND FINANCE DIPLOMA
Unit 2 Business communication and administration

BAF3U2/PM

Background Material and Pre-release Research Tasks

To be distributed to candidates no sooner than <<<>>> <> <<<>>> <<>>.

NOTICE TO CANDIDATES

You will be given **one** copy of this Background Material and Pre-release Research Tasks for use during your preparation for the examination, which you may annotate as you wish, but which you will **not** be allowed to take into the examination.

The Background Material and Pre-release Research Tasks will be repeated within the question paper for use in the examination.

You are advised to carry out your own research using this Background Material and Pre-release Research Tasks.

Your teacher is encouraged to give assistance and advice as required.

BAF3U2/PM



Dress for Fun

Three years ago, after attempting to buy costumes for a birthday party, Sophie became frustrated by the lack of choice and availability of children's fancy dress in her local area. After doing some research, Sophie realised that there was a real market opportunity to sell children's fancy dress and party accessories. She found suppliers who would be willing to supply her, and rented a small shop in Leeds where she could start the business. *Dress for Fun* was born! The product range that Sophie hoped to stock can be seen on the following websites:
www.a2z-kids.co.uk and www.blushfashions.com

Business was soon booming, which was partly due to the products she stocked, but also to Sophie's enthusiasm for the business, her product knowledge and her commitment to customer satisfaction. As a sole trader, Sophie managed all aspects of the business in addition to working in the shop when she had time. Sophie used an accountant to manage the business' finances and to advise her about the business. The high volume of business allowed Sophie to employ two full-time and two part-time sales staff. They worked well as a team and became so reliable that Sophie was able to spend less time in the shop and concentrate more on planning for the future.

The success of the business led to Sophie opening a new shop in Harrogate. As she needed to spend a lot of time at this shop establishing the business and training staff, she had less time to spend at the Leeds shop dealing with the administration. She relied increasingly on her Leeds staff to do this, even though they had received little training in running Sophie's administrative systems. Sophie only realised there was a problem when she received a call from the Leeds shop telling her that the Halloween stock had not arrived because previous invoices were unpaid.

Sophie realised that she needed urgently to improve the administration and management of her business otherwise her plans for growth would be seriously damaged.

Pre-examination Research Tasks

- 1 Investigate the importance of administration and communication for small businesses experiencing growth.
- 2 Investigate the purpose of meetings and the administrative process of organising and implementing effective meetings.
- 3 Investigate SWOT analysis and SMART techniques and how small businesses can use them.

END OF BACKGROUND MATERIAL AND PRE-RELEASE RESEARCH TASKS