

# Business online assignment

[Sociology](#), [Communication](#)



Unit 12: Business Online Assignment Brief 2012-2013 Edexcel BTEC Level 2  
in Business ----- Date assignment issued: 1

March 2013 ----- Task submission closed: 29

April 2013 Contents Scenario3 Task 14 Task 25 Task 36 Task 47 Task 58

Task 6: 9 Task 710 Task 711 Task 812 Task 913 Task 1014 ScenarioYou are  
the winner of a Young Enterprise Award. You are pleased that the large cash  
prize will help you to start your own local business in the Croydon area.

Your choice of business will be one of the following: \* Luxury car hire \*  
Designer bags \* Cosmetics for men \* Travel agents \* Clothes for babies and  
small childrenYou will need to design a website for your business to include  
the following: \* An online request system for your customers \* Location of  
the business \* Products or services available| Task 1 Front cover Design a  
Front Cover for your assignment. It should include the name of your business  
a relevant image and your name. Introduction Outline the purpose of the  
assignment and introduce the business you will write about Business  
Introduction

Introduce the business you will be writing about by writing a report to  
include: \* Name of the business \* Type of ownership (ie sole trader, private  
Ltd etc) \* Product/service being sold \* Proposed location \* Who are your  
customers \* Identify the resources and equipments you would require to get  
started Check you have done the following: \* Used paragraphs to structure  
your work \* Proof read your work \* Run Spell checker and Grammar checker  
(F7) \* Save the document \* Upload this document to Moodle Task Deadline:

11 March 2013 Time Deadline: 4pm Task 2

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P6: Describe the benefits to your business of marketing your product or service online Write a report that will describe 3 benefits to your business & 3 benefits to your customers of marketing your product or service online Check you have done the following: Used paragraphs to structure your work  
\* Proof read your work using \* Run Spell checker and Grammar checker (F7)  
\* Save the document \* Upload this document to Moodle Task Deadline: 11 March 2013 Time Deadline: 4pm Task 3 -----

P1 Describe three different business organisations which operate online.

Write a report using the following to help you: You must select a business from each of the following sectors: \* Commercial \* Educational \* Government For each business you must also describe the purpose of their online presence you may use the following to help you: \* Direct online selling of services \* Government services \* Information \* Advertising and marketing \* Education Check you have done the following: \* Used paragraphs to structure your work, using your own words – not copied and pasted \* Proof read your work \* Run Spell checker and Grammar checker (F7) \* Save the document Upload this document to Moodle Task Deadline: 11 March 2013 Time Deadline: 4pm Task 4 ----- M1 :

Compare the features of three business organisations operating online Prepare a power point presentation comparing three business organisations operating online include the following: \* Compare the features of each business \* Explain how effective the features are for each organisation ----- D1: Make at least three recommendations for a business organization considering going online

Prepare a power point presentation giving three recommendations for a business organization considering going online Check you have done the following: \* Used paragraphs to structure your work, using your own words – not copied and pasted \* Proof read your work \* Run Spell checker and Grammar checker (F7) \* Save the document \* Upload this document to Moodle Task Deadline: 25 March 2013 Time Deadline: 4pm Task 5

----- P2: Explain how each of the three businesses operate their activities online. -----

Write a report using the following to help you: Brochure \* Mail order \* Inviting online transactions \* Providing information only You must explain how each business use their website to engage and interact with users Check you have done the following: \* Used paragraphs to structure your work, using your own words – not copied and pasted \* Proof read your work \* Run Spell checker and Grammar checker (F7) \* Save the document \* Upload this document to Moodle Task Deadline: 18 March 2013 Time Deadline: 4pm Task 6: ----- P3: Explain the issues your small business would need to consider to go online

Write a report to explain 3 issues your small business would need to consider to go online. You should investigate the functional areas behind an online presence and how these interact to support the website Check you have done the following: \* Used paragraphs to structure your work, using your own words – not copied and pasted \* Proof read your work \* Run Spell checker and Grammar checker (F7) \* Save the document \* Upload this document to Moodle Task Deadline: 25 March 2013 Time Deadline: 4pm Task

7 ----- P5: Create web pages to meet the needs of your customers

Creating a web page Create web pages to meet the needs of your customers you must include some of the following: \* Word, power point or other suitable packages \* Hyperlinks, graphics, background colours, images \* Images from scanners, digital cameras, clip art etc When you have finished your design you must check the: \* colour combinations, hyperlinks are functioning, content, formatting, images etc M3: Explain how the website assists in achieving the aims and objectives of the business user| Write a report to explain how the website assists in achieving the aims and objectives of the business user.

You must explain why marketing online fits in with the aims, objectives and operation of the organization. Task Deadline: 15 April 2013 Time Deadline: 4pm Task 7 D3: Justify the use of different features in the design of your website| Prepare a power point presentation to justify the use of different features in the design of your website and how it contributes to the success of the final creation. Check you have done the following: \* Used paragraphs to structure your work, using your own words – not copied and pasted \* Proof read your work \* Run Spell checker and Grammar checker (F7) Save the document \* Upload this document to Moodle Task Deadline: 15 April 2013 Time Deadline: 5. 00pm Task 8 ----- P4: Explain the operational risks for your business organisation operating online Write a report to explain 3 operational risks for your business organization operating online and the problems caused with the lack of face to face interaction. M2: Analyse the benefits to business and customers of

conducting business online| Write a report to analyse the benefits to business and customers of conducting business online.

You should analyse the features of the web pages you have created; explain their suitability and how the online presence will benefit the business and its customers. D2: Suggest ways in which your business could deal with the operational risks associated with an online presence| Prepare a power point presentation suggesting ways in which your business could deal with the operational risks associated with an online presence. You must identify the risks and the methods a business could use to stop them. Check you have done the following: \* Used paragraphs to structure your work, using your own words – not copied and pasted \* Proof read your work \* Run Spell checker and Grammar checker (F7) \* Save the document \* Upload this document to Moodle Task Deadline: 22 April 2013 Time Deadline: 4pm Task 9 P7 Outline the impact of online business on society| Write a report to outline the impact of online business on society. You should include the following: \* Global presence \* Level of response \* Financial advantages \* Effects on customer convenience Check you have done the following: \* Used paragraphs to structure your work, using your own words – not copied and pasted \* Proof read your work Run Spell checker and Grammar checker (F7) \* Save the document \* Upload this document to Moodle Task Deadline: 22 April 2013 Time Deadline: 4pm Task 10 M4: Analyse the consequences on society of an increase in online business| Write a report to analyse the consequences on society of an increase in online business. Use an example of an existing business you are familiar with to analyse how people's lives have been affected. D4: Evaluate the benefits and drawbacks to society of increasing

business online| Write a report to evaluate the benefits and drawback to society of increasing business online.

You must include in your report the impact of going online both now and in the future. Check you have done the following: \* Used paragraphs to structure your work, using your own words – not copied and pasted \* Proof read your work \* Run Spell checker and Grammar checker (F7) \* Save the document \* Upload this document to Moodle Task Deadline: 29 April 2012 Time Deadline: 4pm Upskills linkTasks 1-10 you will be required to judge how much to write and the level of detail to include. You must present information in a logical sequence using paragraphs where appropriate. Write in complete sentences, using correct grammar and spelling. |