**Stage 1 Business Innovation**

**CONTEXT: Existing Business**

**ASSESSMENT TYPE 1: Business Skills**

**Task 1: Business Case Study**

**Description of Assessment:**

Working collaboratively, collect and synthesise business and customer information on the present design of an existing product or service to create business intelligence. You should use a range of tools such as PESTLE, and a SWOT analysis, to evaluate the current position of that product or service, the external factors impacting on it including the trading environment, and existing problems or opportunities for growth.

As a group, present your findings to the board or a panel of potential investors.

**Assessment Conditions:**

Group presentation – to a maximum of 5 minutes if oral or the equivalent (per student) in multimodal format such as an infographic or power point .

**Assessment Design Criteria:**

FSP1 – Explore problems or needs using a customer focused approach

CA1 – Contextual application of financial awareness and decision-making skills

CA3 – Contextual application of communication and/or collaboration skills

AE1 – Analyse responsibilities and impact of business models on local and global communities