



An tSraith Shóisearach do Mhúinteoirí

Junior **CYCLE**
for teachers

**Junior
Cycle
Information
on
Business
Studies**

EXAMPLES OF STUDENT WORK



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EXAMPLES OF STUDENT WORK



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EXAMPLE OF STUDENT WORK



FINANCE IN ACTION

TASK

The Murphy household consists of two parents and three children. They are currently expecting their fourth child, due in 6 months and need to purchase a vehicle with room to fit at least six people.

They have a combined annual income of €48,000 and their expenditure is expected to be €3,600 per month. They have savings of €5,000 and they try to save €400 every month. The vehicle they want to purchase costs €25,000.

As a group you are required to research different **sources of finance** for the Murphy household which will allow them to purchase the car before their new baby arrives.

FEATURES OF QUALITY FOR CLASSROOM-BASED ASSESSMENT 1

See Junior Cycle Business Studies:

[Guidelines for the Classroom-Based Assessments and Assessment Task](#)

EVIDENCE: PROJECT

The Murphy Family Car Purchase

RESEARCH

Assumptions

Certain information in our project was not given as part of our task therefore we made some assumptions. We assumed that as the family has 3 kids they would receive child benefit. We included this in our budget at an average rate of €160 per child. We also presumed the family had a car previous to this so we got scrapage of €4,250 and took that away from the actual loan. (Information got in a Nissan official website)



	M.1	M.2	M.3	M.4	M.5	M.6	Total
	€	€	€	€	€	€	€
Income							
Salary	4,000	4,000	4,000	4,000	4,000	4,000	24,000
Child Benefit	470	470	470	470	470	470	2,820
Loan	20,000						20,000
Car Scrapage	4,250						4,250
Total Income	28,720	4,470	4,470	4,470	4,470	4,470	50,700
Expenditure							
Loan repayments		392	392	392	392	392	2,352
Vehicles	25,000						25,000
Light/Meat	250		250		250		750
Groceries	300	300	300	300	300	300	1,800
Insurance	200	200	200	200	200	200	1,200
Mortgage	1,500	1,500	1,500	1,500	1,500	1,500	9,000
TV/Broadband	150	150	150	150	150	150	900
Travel	150						1,200
Entertainment	200	200	200	200	200	200	1,200
Medical bill	100						1,000
School supplies	400	400					800
Baby clothes	50	50	50	50	50	50	300
Baby cot/cradle	500						1,000
Phone bill		200				250	450
Spit/Expenditure	23,000	3,842	3,842	3,842	3,842	3,842	46,666
Total Cost	(23,000)	778	1,155	1,777	2,778	3,779	17,137
Balance	4,250	3,692	2,692	1,692	792	292	12,352
Clearing/Loan	3,400	4,948	5,850	6,752	7,654	8,556	34,160

Action Plan

We decided that the Murphy Family would get a loan of €20,000 for 5 years at €392 per month in the Bank of Ireland. We drew up a budget showing there income/expenditure for the next 6 months. We tried to get them to spend as close to €3,600 as we could. We took €750 out of there saving towards the loan.

Conclusion

We decided on this loan (seen above) as we think this is the best option for the family as they can afford it and will not be in debt and can look forward to the new arrival of their child without having to worry ☺

FEATURES OF QUALITY

FOQ 1: The students use a highly effective research method to collect the data (a range of reliable and appropriate websites for regulated financial institutions) and demonstrate a high level of analysis of the findings

FOQ 2: The students evaluation of the collective research was of very good quality.

FOQ 3: The action plan is completed to a high standard. It demonstrates initiative and financial understanding and is based on realistic figures

FOQ 4: The project is complete and presented very well although there is some scope for improvement

	m.1	m.2	m.3	m.4	m.5	m.6	Total
	€	€	€	€	€	€	€
Income							
Salary	4,000	4,000	4,000	4,000	4,000	4,000	24,000
Child Benefit	420	420	420	420	420	420	2,520
Loan	2,000						20,000
Car Scrapage	4,250						4,250
Total Income	28,670	4,420	4,420	4,420	4,420	4,420	50,770
Expenditure							
Loan repayments	392	392	392	392	392	392	1,960
Vehicles	25,000						25,000
Light + Heat	250		250		250		750
Groceries	300	300	300	300	300	300	1,800
Insurance	200	200	200	200	200	200	1,200
Mortgage	1,500	1,500	1,500	1,500	1,500	1,500	9,000
TV + Broadband	150	150	150	150	150	150	900
Petrol	150	150	150	150	150	150	900
Entertainment	200	200	200	200	200	200	1,200
Medical bill	100	100	100	100	100	100	600
School supplies	600	400					1,000
Baby sitters	50	50	50	50	50	50	300
Baby clothes + Equip.	500			500			1,000
Phone bill		200			250		450
Total Expenditure	29,000	3,642	3,292	3,542	3,542	3,042	46,060
Net Cash	(330)	778	1,128	878	878	1,378	4,710
Opening cash	4,250	3,920	4,698	5,826	6,704	7,582	42,500
Closing cash	3,920	4,698	5,826	6,704	7,582	8,960	8,960

Assumptions

Certain information in our project was not given as part of our task. Therefore we made some Assumptions. We assumed that as the family has 3 kids they would receive child benefit. We included this in our budget at an average rate of €140 per child. We also presumed the family had a car previous to this so we got scrapage of €4,250 and took that away from the actual loan. (Information got on Nissan official website)

Action Plan

We decided that the Murphy Family would get a loan of €20,000 for 5 years at €392 per month in the Bank of Ireland. We drew up a budget showing their Income/Expenditure for the next 6 months. We tried to get them to spend as close to €3,600 as we could. We took €750 out of their saving towards the loan.

Conclusion

We decided on this loan (seen above) as we think this is the best option for the family as they can afford it and will not be in debt and can look forward to the new arrival of their child without having to worry 😊.

Hire Purchase

- * hire purchase is used to buy expensive items which a person cannot afford to pay out right eg. car
- * a down payment is usually paid and the balance is paid over several months

what is hire purchase?

- * here possession of goods is transferred immediately, but payment is made in installments
- * ownership is transferred after all the installments have been paid

Advantages

- * no immediate cash
- * easy possession
- * economic growth
- * theft
- * relief to buyer

Disadvantages

- * reputed buyers
- * may lead to bankruptcy
- * buyer has to mortgage their property
- * buyer may incur loss it is expensive
- * loss to seller in the event of default by buyer

Hire Purchase

without savings, =

€25000 at 2 years
monthly = €1,129.50
total amount repayable = €27,108.00

€25000 at 3 years
monthly = €782.25
total amount repayable = €28,161.00

€25000 at 4 years
monthly = €609.00
total amount repayable = €29,232.00

with savings, =

€20000 at 2 years
monthly = €609.00
total amount repayable = €29,232.00

€20000 at 3 years
monthly = €625.80
total amount repayable = €22,528.80

€20000 at 4 years
monthly = €487.20
total amount repayable = €23,385.60

Loans

AIB

Loan of €20,000
3 years = €630.20 per month
5 years = €410 per month

Loan of €25,000
3 years = €787.75 per month
5 years = €512.20 per month

Chill Money

Loan of €20,000
3 years = €632 per month
5 years = €411 per month

Loan of €25,000
3 years = €790 per month
5 years = €514 per month

Credit Union

Loan of €20,000
3 years = €625.81 per month
5 years = €404.57 per month

Loan of €25,000
3 years = €782.26 per month
5 years = €505.71 per month

Loans

Bank of Ireland

Loan of €20,000
3 years = €613.56 per month
5 years = €391.92 per month

Loan of €25,000
3 years = €766.95 per month
5 years = €489.90 per month

What is a loan?

A loan is when a bank or a credit union gives you a certain sum of money but you will have to pay it back with interest.

Interest

Interest is extra money added to a loan so the bank can make money. Interest rates can vary. When looking for a loan, try to find the lowest interest rate.

Risks.

- * If you are unable to pay back the loan you could risk losing an item (e.g. a house)
- * High charges (interest) on unpaid arrears can be added to the existing interest payments
- * If you are unable to pay back debt you may be put in the 'Stubbs Gazette' which all money lenders can see so they will refuse you credit.

PCP definition =

A personal contract purchase (PCP), often referred to as a personal contract plan, is a form of hire purchase vehicle finance for individual purchasers, which has similarities to both personal contract hire and a traditional hire purchase (buying on instalments).

PCP finance

PROS

- **Low monthly repayments**
- **Small deposit**
- **A choice of what to do at end of repayment term**
- **Quick and easy to arrange**

CONS

- **Mileage and condition of car affects the costs**
- **Have to pay the Guaranteed Minimum Future Value (GMFV), a large final payment to own the car at the end of the contract**
- **You don't own the car until you make this final payment**
- **May not be able to afford repayments in the future if your circumstances change**
- **You need permission from the finance company (owner) if you need to sell the car during the term of the contract**
- **Final payment or GMFV may not be an accurate reflection of future market value of the car**

RESEARCH: STUDENT A

Appendix 1: Business in Action – Template for Student Research

Project option: Enterprise in Action <input type="checkbox"/> Economics in Action <input type="checkbox"/> Finance in Action <input checked="" type="checkbox"/>	
Title of your project	Student name
Murphy Family Car Purchase	!
Method of research	Field (primary) research <input type="checkbox"/> Desk (secondary) research <input checked="" type="checkbox"/>
Desk	
1.1 Introduction: Outline briefly the purpose of your research To find a suitable way of purchasing a car for the Murphy family with a certain budget and within 6 months as the family are having another child.	
1.2 Method of research: Explain briefly why you have chosen your method of research Desk research; we chose desk research as all the information we needed was online. We did ask for advice/opinions on certain things from people older who would understand more e.g. parents and teachers.	
1.3 Sources: List your source(s) of information www.aib.ie www.chillmoney.ie/loans www.creditunion.ie/loans personalbanking.bankofireland.com/calculate-your-loan-repayments	
1.4 Summary: Give a brief summary of what you found out as a result of your research I found out the cheapest interest rate on different amounts in different banks/financial institutions. We made some assumptions; assuming the family had a car and got scrappage on that and took it away from the price of the car so I was looking for the best quote on a €20,000 loan. I got a quote from Bank of Ireland at €392 per month for 5 years and I think we are going to go with that option in our action plan. I also researched child benefit rates and car scrappage rates for our action plan also.	

FOQ 1: It could be improved by noting the interest rates for the different financial options

1.5 Evaluation of findings: Think critically about the following questions and write a short response

(a) Were you surprised by your findings? Give a reason for your answer.

Yes
I was surprised as I didn't think interest rates would be so high.

(b) Is the source of your research reliable? Give a reason for your answer

Yes
All the websites I used were regulated by the Central Bank of Ireland and I got them from ads.

(c) Is the information one-sided or biased? Give a reason for your answer.

No
I checked 4 different websites to get the best quote. These websites are regulated by the Central Bank of Ireland.

1.6 Conclusion: Based on your findings what is the key message you will share with your team?

I found the cheapest interest rate on a loan by comparing it with others. I will share all research with my team and I think that we will use the quote I got.

1.7 Decision-making: How do you think your findings will affect your team's action plan?

I think my team will go with my findings as it is the cheapest and best option for the family.

1.8 Recording your sources: Provide some evidence of your research e.g. interview questions, questionnaire, photocopies, images, notes, graphic organizers etc.

all in project

FOQ 2: The student demonstrates a consideration of the credibility of the sources of information

FOQ 2: This student compared their loan option with the other options and concluded correctly that their's was the best option

REFLECTION: STUDENT A

Appendix 2: Business in Action – Template for the Student Reflection

Project option: Enterprise in Action <input type="checkbox"/> Economics in Action <input type="checkbox"/> Finance in Action <input checked="" type="checkbox"/>	
Title of your project	Student name
Murphy Family Car Purchase	
1.1 Introduction: Provide a brief outline of your project To find a suitable way of purchasing a car for the Murphy Family with a certain budget within 6 months as the family are having another child.	
1.2 Roles and responsibilities: Describe your key role and your main responsibilities My key role was to research interest rates on loans and to try and find the best rate and to report back to my team. I also drew up a budget for our action plan and wrote out points explaining certain parts of our project.	
1.3 Summary: Give a brief summary of how you contributed to your project during the following activities:	
(a) How I contributed to researching the project I looked up interest rates on loans from many different websites and found the best one for the family. I also researched child benefit rates and car scrappage rates.	
(b) How I contributed to analysing the research information I helped decide the best option for the family and drew up a budget for our action plan. We compared all the different rates of PCP, loans and Hire Purchase and chose the best one.	

FOQ 5: The individual reflection demonstrates how the student fully engaged with all stages of the project

(c) How I contributed to developing the action plan

I drew up a budget for our action plan and worked out all the numbers that went into the budget. I also wrote out points explaining our action plan and everything gone into it.

(d) How I contributed to compiling the project

I collected all our sheets of research and stapled them into a booklet to put on our project. I wrote out points on our Action Plan, Assumptions and our Conclusion and stuck them to our project

1.4 Review: Describe how you got on as a team and any difficulties you overcame while working as a team or Describe the advantages and challenges of working on this group project from your individual perspective

I think our team worked well together as we agreed on most things and got through our project pretty fast. We found it a bit difficult to find a car for the family but quickly overcame that. Also one member of our team was absent for a couple of days but my other team member and I took on more work and got it done.

1.5 Teacher feedback

FOQ 5: The student reflects well on the challenges of group work

RESEARCH: STUDENT B

Appendix 1: Business in Action – Template for Student Research

Project option: Enterprise in Action <input type="checkbox"/> Economics in Action <input type="checkbox"/> Finance in Action <input checked="" type="checkbox"/>	
Title of your project Murphy family car purchase	Student name
Method of research Desk Research	Field (primary) research <input type="checkbox"/> Desk (secondary) research <input checked="" type="checkbox"/>
1.1 Introduction: Outline briefly the purpose of your research I researched PCP to help the murphys to choose their method of payments for their new car.	
1.2 Method of research: Explain briefly why you have chosen your method of research I chose to do desk research, because its easy to access the internet and it provides all the info I need.	
1.3 Sources: List your source(s) of information www.ccr.ie , ie. Zapmeta.com/pcp finance	
1.4 Summary: Give a brief summary of what you found out as a result of your research I found out about PCP and how its broken down into 3 parts: Deposite, payments and final payments. I researched what these three parts are and I presented this information to the group for us to decide on which source of finance to use.	

1.5 Evaluation of findings: Think critically about the following questions and write a short response

(a) Were you surprised by your findings? Give a reason for your answer.

NO I wasn't because we had revised PCP a few days before I researched the topic.

(b) Is the source of your research reliable? Give a reason for your answer

yes it reliable, because I checked a number of websites.

(c) Is the information one-sided or biased? Give a reason for your answer.

My info on PCP is not biased as I searched on more than one website.

1.6 Conclusion: Based on your findings what is the key message you will share with your team?

My key message that I shared with my team was the pros and cons of PCP.

1.7 Decision-making: How do you think your findings will affect your team's action plan?

My research gave them the option of PCP in our action project.

1.8 Recording your sources: Provide some evidence of your research e.g. interview questions, questionnaire, photocopies, images, notes, graphic organizers etc.

FOQ 2: The student could improve by considering more fully the reliability of the sources of information.

FOQ 1: The student uses an effective research method to collect the data, although the analysis of the findings lacks depth. The student could have provided examples of the potential cost of PCP for the new car.

REFLECTION: STUDENT B

Appendix 2: Business in Action – Template for the Student Reflection

Project option: Enterprise in Action <input type="checkbox"/> Economics in Action <input type="checkbox"/> Finance in Action <input checked="" type="checkbox"/>	
Title of your project The murphy family car purchase	Student name
1.1 Introduction: Provide a brief outline of your project Help the mu phys to choose their method of payments for their new car.	
1.2 Roles and responsibilities: Describe your key role and your main responsibilities my role in our action projet was to research PCP finance.	
1.3 Summary: Give a brief summary of how you contributed to your project during the following activities: (a) How I contributed to researching the project I researched pcp and I looked up the pros and Cons and there were more Cons than pros but PCP was to Expensive.	
(b) How I contributed to analysing the research information I helped go through all our info to make sure we had all the info needed	

FOQ 5: The individual reflection provides some evidence of how the student engaged at some stages of the project.

(c) How I contributed to developing the action plan

I was absent for the developing of the action plan.

(d) How I contributed to compiling the project

I helped put all the researched info together and ready to present.

1.4 Review: Describe how you got on as a team and any difficulties you overcame while working as a team or Describe the advantages and challenges of working on this group project from your individual perspective

I feel my team got along very well together. At the start I found it difficult to communicate with the other team members but by the end of the project we communicated well.

1.5 Teacher feedback

FOQ 3: The student did not participate in the action plan in any way.

FOQ 4: Although the project is complete and is presented in a clear manner it is evident that this student didn't contribute as much to the presentation of the project as the other students.

FOQ 5: The student reflection identifies a challenge which they encountered but the reflection is limited.

OVERALL JUDGEMENT

STUDENT A:

OVERALL JUDGEMENT



ABOVE EXPECTATIONS

STUDENT B:

OVERALL JUDGEMENT



IN LINE WITH EXPECTATIONS



Exceptional



Above expectations



In line with expectations



Yet to meet

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EXAMPLE OF STUDENT WORK



STRAND: OUR ECONOMY - ECONOMICS IN ACTION

TASK

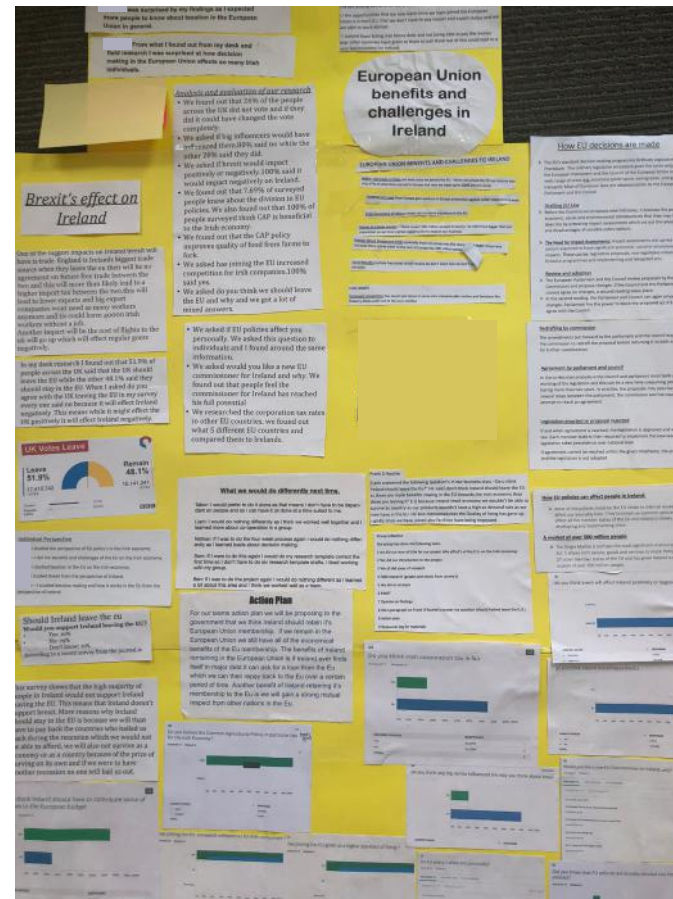
Research on the benefits and challenges of membership of the EU for Ireland.

FEATURES OF QUALITY FOR CLASSROOM-BASED ASSESSMENT 1

See Junior Cycle Business Studies:

[Guidelines for the Classroom-Based Assessments and Assessment Task](#)

EVIDENCE: PROJECT



FEATURES OF QUALITY

FOQ 1: The students used both desk and field research methods very effectively and the research is thorough.

FOQ 3: The action plan is of high quality. However, the students could improve by considering the action plan from more perspectives.

FOQ 4: The project is comprehensive and visually appealing. It could be improved by re-ordering some information so the sequence flows more easily.

SCROLL DOWN TO SEE IMAGES OF THE PROJECT IN MORE DETAIL

EVIDENCE: PROJECT

...ing in the European Union affects so many Irish individuals.

Brexit's effect on Ireland

One of the biggest impacts on Ireland Brexit will have is trade. England is Ireland's biggest trade source when they leave the EU they will be no agreement on future free trade between the two and this will more than likely lead to a higher import tax between the two. This will lead to lower exports and big export companies won't need as many workers anymore and this could leave 40,000 Irish workers without a job. Another impact will be the cost of flights to the UK will go up which will affect regular goers negatively.

In my desk research I found out that 51.9% of people across the UK said that the UK should leave the EU while the other 48.1% said they should stay in the EU. When I asked do you agree with the UK leaving the EU in my survey every one said no because it will affect Ireland negatively. This means while it might affect the UK positively it will affect Ireland negatively.

UK Votes Leave

Leave	51.9%
Remain	48.1%

Analysis and evaluation of our research

- We found out that 26% of the people across the UK did not vote and if they did it could have changed the vote completely.
- We asked if big influencers would have influenced them. 80% said no while the other 20% said they did.
- We asked if Brexit would impact positively or negatively. 100% said it would impact negatively on Ireland.
- We found out that 7.69% of surveyed people knew about the division in EU policies. We also found out that 100% of people surveyed think CAP is beneficial to the Irish economy.
- We found out that the CAP policy improves quality of food from farms to fork.
- We asked has joining the EU increased competition for Irish companies. 100% said yes.
- We asked do you think we should leave the EU and why and we got a lot of mixed answers.

- We asked if EU policies affect you personally. We asked this question to individuals and I found around the same information.
- We asked would you like a new EU commissioner for Ireland and why. We found out that people feel the commissioner for Ireland has reached his full potential.
- We researched the corporation tax rates in other EU countries. We found out what 5 different EU countries and compared them to Ireland's.

From my research in both field and desk I was quite surprised as I would have thought more people would have known about European Union policies and how important they are to the Irish Economy.

I thought my findings from my field and desk research were pretty good as my findings show it is more beneficial for Ireland to stay in the European Union.

I was not really surprised by my research as I listened to quite a bit of Brexit material both on the radio and on the television.

I was surprised by my findings as I expected more people to know about taxation in the European Union in general.

From what I found out from my desk and field research I was surprised at how decision making in the European Union affects so many Irish individuals.

Introduction

Our project is on of being a member of the EU. In our project we will look at different areas of the EU and how it affects Ireland. The areas we will look at are Brexit, EU policies, corporation tax, EU commissioner and the European Union's benefits and challenges.

SWOT

S- We as a country can take money out of the European Union if we are going through some shortage in finance, we would not be able to survive as a country without the European Union.

W- Increased competition is cause because of joining the European Union which has caused many shops such as Dubarry shoes to down close because of the decreasing demand for the product because of Nike and Adidas.

O- The opportunities that we now have since we have joined the European Union E.G the F.D.I. that we don't have to pay import and export duties and we are able to work abroad.

T- Ireland faces falling into heavy debt and not being able to pay the money that other countries have given to them to bail them out of this could lead to a very bad economy for Ireland.

European Union benefits and challenges in Ireland

EUROPEAN UNION BENEFITS AND CHALLENGES TO IRELAND

Analysis and evaluation of our research

- We found out that 26% of the people across the UK did not vote and if they did it could have changed the vote completely.
- We asked if big influencers would have influenced them. 80% said no while the other 20% said they did.
- We asked if Brexit would impact positively or negatively. 100% said it

EVIDENCE: PROJECT

The image shows a collection of evidence for a project, including survey results, source lists, and handwritten notes on tax rates.

Survey Results:

- Two bar charts showing survey results. The first chart has a y-axis labeled 'ONCES' with values 3, 1, and 4. The second chart has a y-axis labeled 'ANSWER CHOICES' with values 'Yes' (100.00%), 'No' (0.00%), and 'Don't know' (0.00%).
- A survey question: "Do EU policy's affect you personally?" with a table of responses:

ANSWER CHOICES	RESPONSES
Yes	100.00%
No	0.00%
Don't know	0.00%
TOTAL	100.00%

Sources used:

- Desk: The Business by Joe Stafford, Be Business by Caroline McHale.
- Field: www.Unionofficial.com, www.EUsituations.com, www.Europa.com, Survey Monkey.
- Desk: Be Business by Caroline McHale.
- Field: www.europa.eu, www.dfa.ie, www.wikipedia.org, Survey Monkey.
- Desk: Be Business by Caroline McHale.
- Field: www.thejournal.ie, www.bbc.co.uk, www.dailyexpress.com, www.IrishTimes.com, www.theweek.co.uk, www.Europa.com, Survey Monkey.
- Desk: Be Business by Caroline McHale.
- Field: www.KPMG.com, www.Europa.eu, www.ibfd.org, www.imis.com, www.irishtimes.com, Survey Monkey.
- Desk: It's The Business by Joe Stafford, Be Business by Caroline McHale.
- Field: www.Europa.eu, www.dfa.ie, www.irishindependent.com, Survey Monkey.

Handwritten Notes:

- VAT rates in:
 - France = 20%
 - Finland = 24%
 - Germany = 19%
 - Greece = 24%
 - Italy = 22%
 - Source: Eurostat.com, KPMG.com
- Corporation tax rates in:
 - Lithuania: 15%
 - Luxembourg: 26.01%
 - Denmark: 22%
 - Sweden: 22%
 - Poland: 19%
 - Source: KPMG.com, Eurostat.com
- There is no withholding tax on income in Denmark, Luxembourg, Netherlands.
- Withholding tax rates in:
 - Austria: 25%
 - Belgium: 15%
 - Finland: 28%
 - Source: compuser.com, KPMG.com

RESEARCH: STUDENT A

CBA One Business in Action: Template for Student Research

Project option: Enterprise in Action <input type="checkbox"/>	Economics in Action <input checked="" type="checkbox"/>	Finance in Action <input type="checkbox"/>
Title of your project EU-benefits and ^(taxation) websites		Student name
Method of research Books, websites, and people		Field (primary) research <input checked="" type="checkbox"/> Desk (secondary) research <input checked="" type="checkbox"/>
1.1 Introduction: Outline briefly the purpose of your research The purpose of my research was to find out European countries tax rates and to compare them to Ireland.		
1.2 Method of research: Explain briefly why you have chosen your method of research A reason I chose desk research was because I thought it would be easier and more efficient. A reason I chose field research was because I could research the information I needed to find easily.		
1.3 Sources: List your source(s) of information KPMG.com, europa.eu, ifed.org, imis.com, eurostat.com, irishtimes.com, 'Be Business' by Carline McHale, Survey Monkey.		
1.4 Summary: Give a brief summary of what you found out as a result of your research From my research I found that 50% of the people I surveyed didn't know much about the EU. 75% of the people I surveyed also thought that the Irish corporation tax rate was unfair. Only 25% of the people I surveyed think Ireland should be in charge of our tax rates instead of the European Central Bank. Only 25% of the people I surveyed think Ireland should have to contribute some of our taxes to the European Bank.		

FOQ 1: The student could improve by being clearer about the link between the research undertaken by the student and the project's objective

FOQ 1: The student could improve by showing clearly the link between the purpose of the research (see 1.1) and the summary of the findings (see 1.4)

1.5 Evaluation of findings: Think critically about the following questions and write a short response

(a) Were you surprised by your findings? Give a reason for your answer.

Yes I was surprised as I thought a higher percentage of the people I surveyed would know more about Ireland's role in the European Union.

(b) Is the source of your research reliable? Give a reason for your answer

Yes my research is reliable. I know this as I used multiple websites to make sure I got the same results.

(c) Is the information one-sided or biased? Give a reason for your answer.

My information was ~~not~~ one-sided. I know this because I used multiple websites to check if my results were the same.

1.6 Conclusion: Based on your findings what is the key message you will share with your team?

From my findings the key message I will share with my team is that tax is looked at differently in other European Union countries and we see this from the rates of tax in Ireland compared to other EU countries.

1.7 Decision-making: How do you think your findings will affect your team's action plan?

~~From my findings~~ I know that my findings will affect my team's action plan as I have found out that Ireland have to contribute some of our taxes to the European Bank. This could result in Ireland leaving the EU.

1.8 Recording your sources: Provide some evidence of your research e.g. interview questions, questionnaire, photocopies, images, notes, graphic organizers etc.

FOQ 2: The student could improve by more fully contributing to the collective findings of the group and collective analysis of these findings.

REFLECTION: STUDENT A

Enterprise Business in Action: Template for Student Reflection

Project option: Enterprise in Action <input type="checkbox"/>	<input type="checkbox"/>
Economics in Action <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Finance in Action <input type="checkbox"/>	<input type="checkbox"/>
Title of your project EU-Benefits and Challenges	Student name (Taxation)
1.1 Introduction: Provide a brief outline of your project My project is about taxation in the European Union. I chose to do this one topic as I thought it was an interesting topic.	
1.2 Roles and responsibilities: Describe your key role and your main responsibilities My responsibilities were to survey people on their knowledge of taxation in the European Union. I also had to fill the five the templates and fill my diary every night. I also had to find ^{compare} tax rates in other EU countries and them ^{to Ireland.}	
1.3 Summary: Give a brief summary of how you contributed to your project during the following activities:	
(a) How I contributed to researching the project I used desk and field research. I went onto multiple website to clarify that the information I had found was reliable.	
(b) How I contributed to analysing the research information I created a survey on the website 'Survey Monkey'. I emailed this survey to my friends and family and put their feedback into a survey and printed off the survey. I then brought it back to my team.	

(c) How I contributed to developing the action plan

For the action plan, ~~my~~ myself and Nathan did the strengths of the project.
~~over~~

(d) How I contributed to compiling the project

I used the book 'Be Business' by Caroline McHale for my desk research. I also printed off my survey results and glued them onto the ~~the~~ project. I also cut out my findings ~~at~~ about other countries ^{targets} in the EU and glued them onto the project.

1.4 Review: Describe how you got on as a team and any difficulties you overcame while working as a team or Describe the advantages and challenges of working on this group project from your individual perspective

I think we got on ~~to~~ well together as a team. The only difficulty ~~we~~ we had was that ~~one~~ ~~person~~ ~~in~~ ~~the~~ ~~group~~ I didn't have a printer to use. ~~as~~ ~~I~~ I overcame this by emailing my research to another member in the group to print off.

1.5 Teacher feedback

FOQ 5: The student could improve by reflecting more fully on the advantages and challenges of group work

OVERALL JUDGEMENT

STUDENT A:

OVERALL JUDGEMENT



IN LINE WITH EXPECTATIONS



Exceptional



Above expectations



In line with expectations



Yet to meet

ENTERPRISE IN ACTION

STUDENT TASK

Cadbury Golden Cups

Cadbury are looking to increase their product offering. They have asked your team to research and develop a product that they could potentially bring to market.

FEATURES OF QUALITY FOR CLASSROOM-BASED ASSESSMENT 1

See Junior Cycle Business Studies:
[Guidelines for the Classroom-Based Assessments and Assessment Task](#)

EVIDENCE

Powerpoint



[Click here to view the entire Powerpoint with annotations and feedback related to the Features of Quality.](#)

EVIDENCE: PROTOTYPE



FOQ 4: The prototype is of excellent quality.

Cadbury



Golden cups

INTRODUCTION

The product idea we have chosen for our CBA is called 'Golden Cups'. Our aim was to make a new product for Cadburys to produce. After many ideas we settled for Golden Cups. It is a honeycomb cup filled with Cadburys milk chocolate. We edited our product based on the information we gathered from our research.



ACTION PLAN

OUR MARKETING MIX

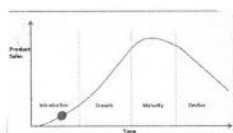
PRODUCT

- ▶ Our product is a small hemi-sphere shaped honey comb cup, filled with Cadburys chocolate in the centre. The product will include 13 of them in each tube.
- ▶ USP: Our product is completely unique in shape and nothing like this has been done before.
- ▶ Our target market is people of all ages but as we had found from our survey it was most popular with teens from ages 13-18.
- ▶ Our competition is Mars but our product is completely different to any of their products.



PRODUCT

- ▶ Mars are our competition because they are one of the leading chocolate companies worldwide, along with us.
- ▶ Our product is different to any chocolate product outside of Cadburys although it is similar in ingredients to the Cadburys product Crunchie.
- ▶ Our packaging is a cylindrical tube with a removable cap at one end. The packaging will be made of a lightweight cardboard.
- ▶ Our product is in the introduction stage of its lifecycle



PRICE

- ▶ The final cost of our product is €1.20.
- ▶ The cost of making each individual product costs us €0.75, this price includes €0.71 manufacturing and €0.04 packaging and distribution. We made a net profit of €0.45 which is equal to 60% profit.
- ▶ Our competitors, the “Mars Company”, have their similar sized products price between the prices of €1.10 - €1.30.
- ▶ We are a quality over quantity based product because our ingredients are of good quality and flavour.



$$\text{Profit Margin} = (0.75/1.20) \times (100/1) = 62.5\%$$

PROMOTION

- ▶ We are going to advertise our product on TV and social media such as Snapchat, Facebook, Twitter, etc.
- ▶ The reason we have chosen to advertise our product this way is because from our survey we discovered that these were the most popular methods of advertising. Also social media is more popular with the younger generation which is advertising to our target market.



PROMOTION

- ▶ As our product is in the development stage we are not going to include a celebrity or character to represent our product, but we may consider it in later stages of the product lifestyle.
- ▶ As we said our packaging is cylindrical in shape and is golden in colour. The reason it is golden is because it ties in with the name of our product 'Golden Cups'. We used the Cadburys shade of purple for our font so people will know it is Cadburys. Our packaging also meets all EU labelling laws.



PLACE

- ▶ We are going to sell our product in local supermarkets such as Centra, Super Value, Tesco, etc.
- ▶ In the survey that we conducted we found out that the most popular place our target market buy products similar to ours are the ones mentioned above. Also from our secondary research we found out that Cadburys sell a lot of their other products in these shops.

TESCO

SuperValu
Real Food, Real People



Producer → Wholesaler → Retailer → Consumer

FOQ 3: The action plan demonstrates ambition and creativity and is based on a sound, evidence-based judgement of all the information available to the student. It is completed to a very high standard. The information from the students' primary & secondary research follows through to decisions made in the action plan.

PRIMARY RESEARCH

In our product we conducted two types of research, primary and secondary. For our primary research we created a survey and sent it to our target market. This research helped us to find out if there was any changes that needed to be made to our product and if our target market liked the idea and would buy it. It also helped us to get an idea on where to sell our product and where to advertise it.



SECONDARY RESEARCH

For our secondary desk research, each member of the team researched on the Internet information we couldn't access from the survey. This helped us find out such information as where Cadbury's sell their products and the prices of our competitor's products.



CONCLUSION

Overall we feel that we have done a good job doing the CBA. We have learnt many things that we would do different such as getting our timing more efficient and improving on communicating to each other in better ways. These points will help us to get much better as a team.

FOQ 4: The project is complete and presented in a clear and organised manner, with some scope for improvement. This could be improved by giving a clear conclusion and recommendations on how the project can be improved, what went well/ didn't go well.

1. Are you a...



Answered: 35

Skipped: 0

Child (under 12)	14.29%	5
Teen (13-18)	57.14%	20
Adult (18+)	28.57%	10

2. Do you like the idea of a small packet of honeycomb cups filled with Cadburys Chocolate?

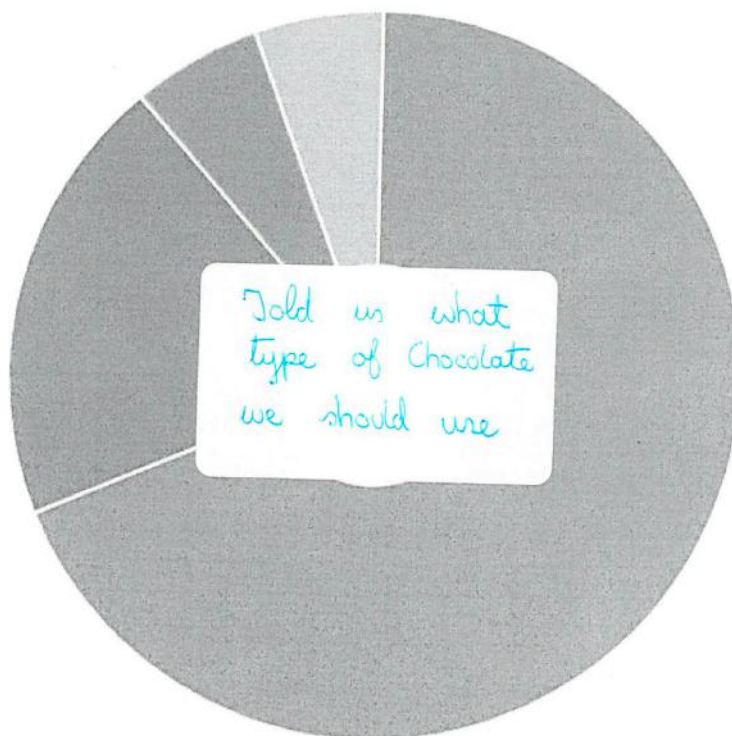


Answered: 35

Skipped: 0

Yes	77.14%	27
No	22.86%	8

4. What is your favourite type of chocolate?

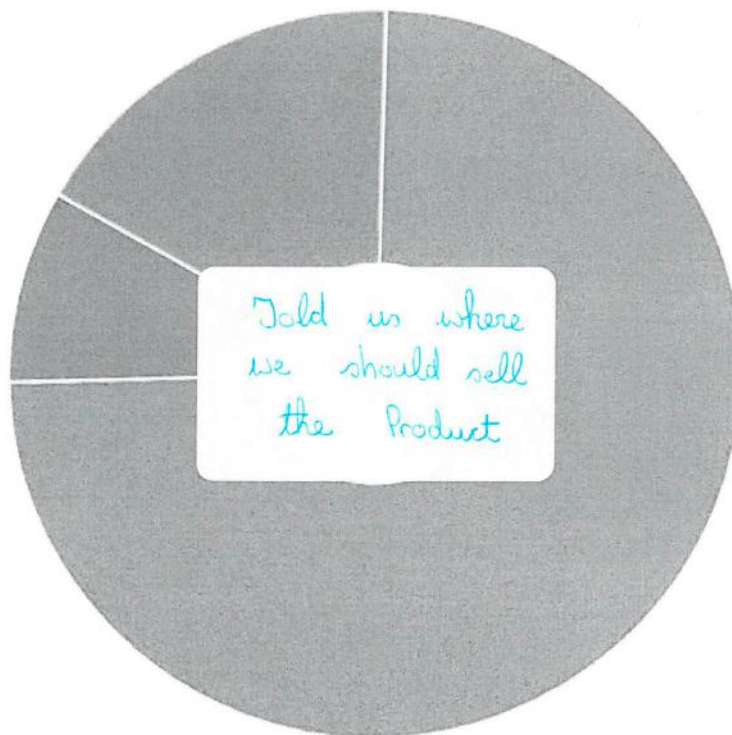


Answered: 35

Skipped: 0

Milk	68.57%	24
White	20%	7
Dark	5.71%	2
other	5.72%	2

5. Where would you buy this product?



Answered: 35

Skipped: 0

Local Supermarket	74.29%	26
Sweet Shop	8.57%	3
Newsagents	17.14%	6
Other (please specify)	0%	0

7. Would you buy it in a...



Answered: 35

Skipped: 0

Response	Percentage	Count
Packet	68.57%	24
Box	20%	7
Tub	11.43%	4
Other (please specify)	0%	0

9. Where do you see advertisements the most?



Answered: 35 Skipped: 0

TV	48.57%	17
Social Media	40%	14
Billboards	2.86%	1

FOQ 2: The evaluation of the collective research findings is of very good quality demonstrating some consideration of other points of view.

RESEARCH: STUDENT A

Appendix 1: Business in Action – Template for Student Research

Project option: Enterprise in Action <input checked="" type="checkbox"/> Economics in Action <input type="checkbox"/> Finance in Action <input type="checkbox"/>	
Title of your project <i>Golden cups</i>	Student name
Method of research <i>Survey and Internet research</i>	Field (primary) research <input checked="" type="checkbox"/> Desk (secondary) research <input checked="" type="checkbox"/>
1.1 Introduction: Outline briefly the purpose of your research <i>The purpose of my research was to see what ages our target market consisted of, if our target market liked our product and what their favourite type of chocolate is. I acquired that through a survey. The purpose of my desk research was to find the best method of advertising.</i>	
1.2 Method of research: Explain briefly why you have chosen your method of research <i>I used a survey because it answered questions specific to our needs and because it was up-to-date and sent to our target market. I used the Internet because it was easy and had information that wasn't accessible by survey.</i>	
1.3 Sources: List your source(s) of information <i>Students of 9 adults nww.martinsights.com young children</i>	
1.4 Summary: Give a brief summary of what you found out as a result of your research <i>I found out from the survey that the majority (57%) of our target market is between ages 13-18, that 77% of our target market likes the idea of our project and that the majority of our target market (69%) like milk chocolate the most. I found from the Internet research that TV and Internet are the best methods of advertising.</i>	

FOQ 1: The student uses a highly effective research method to collect data and demonstrates a high level of analysis of his data findings. A survey was used as primary research and desk research was carried out online. Detailed analysis was presented in his research template. To improve the student could be clearer on how he knows that 'smart insights' is a trusted website. Did he confirm the information found on the website?

1.5 Evaluation of findings: Think critically about the following questions and write a short response

(a) Were you surprised by your findings? Give a reason for your answer.

I wasn't surprised by my findings as I predicted the results of the field and desk research and fully expected them and I was right.

(b) Is the source of your research reliable? Give a reason for your answer

The survey is reliable as we asked people of different ages genders etc. and the smart insights website is a trusted business website.

(c) Is the information one-sided or biased? Give a reason for your answer.

The survey was very reliable as people had no reason to be biased and looked at the survey objectively. Smart insights has no reason for their information to be biased.

1.6 Conclusion: Based on your findings what is the key message you will share with your team?

From my survey my key message will be that our target market like our product and it needs no particular change in terms of ingredients. From my internet research, my key message is that we should create a 50 and 60 year old

1.7 Decision-making: How do you think your findings will affect your team's action plan?

My findings won't affect our team's action plan much as we won't have to change our product's ingredients although the results of the composition of our target market may affect the U.P's, e.g. certain age group are less willing to pay as much as others.

1.8 Recording your sources: Provide some evidence of your research e.g. Interview questions, questionnaire, photocopies, images, notes, graphic organizers etc.

REFLECTION: STUDENT A

Appendix 2: Business in Action – Template for the Student Reflection

Project option: Enterprise in Action <input checked="" type="checkbox"/> Economics in Action <input type="checkbox"/> Finance in Action <input type="checkbox"/>	
Title of your project <i>Golden Cups</i>	Student name
1.1 Introduction: Provide a brief outline of your project <i>Our project was to design a product that Cadbury's would sell, research its marketability and figure out its USP's and make an action plan showcasing this</i>	
1.2 Roles and responsibilities: Describe your key role and your main responsibilities <i>I made questions for the survey, sent the survey, researched advertising on the internet, analysed both desk and primary research results, worked on USP's, made the logo and typed my part share.</i>	
1.3 Summary: Give a brief summary of how you contributed to your project during the following activities: (a) How I contributed to researching the project <i>I came up with 3 questions to include in the survey (what do you like best about your product? Favourite chocolate) I asked adults to take the survey I researched on the internet which is the best method of advertising.</i>	
(b) How I contributed to analysing the research information <i>I analysed my 3 questions results I analysed my desk research results</i>	

FOQ 5: The individual Student Reflection demonstrates how the student engaged in all stages of the project. To improve, the student could be more explicit on the work he completed as part of the action plan. It presents some reflection on his experience of group work. To improve the student could highlight how he overcame the challenges/difficulties highlighted in his student reflection.

<p>(c) How I contributed to developing the action plan</p> <p>I worked together with the other members to figure out everything for our '4 Ps' contribution in each 'p'. I worked on Promotion in particular</p>
<p>(d) How I contributed to compiling the project</p> <p>I made the logo on a website. I typed a few slides (e.g. Desk research slide)</p>
<p>1.4 Review: Describe how you got on as a team and any difficulties you overcame while working as a team or Describe the advantages and challenges of working on this group project from your individual perspective</p> <p>The advantages of working on this group project was that I had 3 other members than my own work and I would count to get their work done which also helped me focus on my work as I knew I had other counting on me. There were definitely challenges as but as a group we were very time efficient or the best at communication but I think we pulled through as a</p>
<p>1.5 Teacher feedback</p> <p>the said,</p>

RESEARCH: STUDENT B

Appendix 1: Business in Action – Template for Student Research

Project option: Enterprise in Action <input checked="" type="checkbox"/> Economics in Action <input type="checkbox"/> Finance in Action <input type="checkbox"/>	
Title of your project Golden Cup	Student name
Method of research Desk = Internet Field = Survey	Field (primary) research <input checked="" type="checkbox"/> Desk (secondary) research <input checked="" type="checkbox"/>
1.1 Introduction: Outline briefly the purpose of your research Desk = I conducted desk research to investigate the pricing of the product. I also researched relevant packaging information as I was responsible for the actual design. Field = I created 3 out of the 10 questions on SurveyMonkey. My questions related to 3 areas of the marketing mix, Promotion, Product and Pricing.	
1.2 Method of research: Explain briefly why you have chosen your method of research Desk = I chose desk research because it is very quick and convenient access to reliable sources of data. Field = I chose to do field research because I wanted to get exact information from our target market which would help me develop my marketing mix.	
1.3 Sources: List your source(s) of information Desk = Cadbury.ie, google images, efsa (European Food Safety authority) Field = SurveyMonkey	
1.4 Summary: Give a brief summary of what you found out as a result of your research As a result of my research I found out the following information about the marketing mix ... <ul style="list-style-type: none"> • <u>Price</u> - Out of our target market the most common spend on treats was €2-€4 each week. • <u>Product</u> - That nearly 70% of people would prefer to see the product packaged in a individual packet. • <u>Promotion</u> - That we should use tv and social media as these were the methods that would hit our target market. - The information I gathered from my desk research enabled me to design and create the packaging of our product.	

FOQ 1: The student uses a highly effective research method to collect data and demonstrates a high level of analysis of his data findings. A survey was used as primary research and desk research was carried out online. Detailed analysis was presented in his research template.

1.5 Evaluation of findings: Think critically about the following questions and write a short response

(a) Were you surprised by your findings? Give a reason for your answer.

I was surprised that we were in need to change the name from Honey Cups to Golden Cups as it was preferred more by the target market.

(b) Is the source of your research reliable? Give a reason for your answer

yes, it is very reliable as I used official trustworthy websites and I also made sure that the surveys were sent to the right sample group

(c) Is the information one-sided or biased? Give a reason for your answer.

No, because I made sure that I received results from different age ranges and genders

1.6 Conclusion: Based on your findings what is the key message you will share with your team?

Based on my findings, the key message I will share with my team is that people want the product in an individual packet rather than a box or tub

1.7 Decision-making: How do you think your findings will affect your team's action plan?

my findings will affect my team's action plan in relation to Product, Price and Promotion. I feel my research will most strongly influence my team's action plan especially about the design of the product itself.

1.8 Recording your sources: Provide some evidence of your research e.g. interview questions, questionnaire, photocopies, images, notes, graphic organizers etc.

REFLECTION: STUDENT B

Appendix 2: Business in Action – Template for the Student Reflection

Project option: Enterprise in Action <input checked="" type="checkbox"/>	
Economics in Action <input type="checkbox"/>	
Finance in Action <input type="checkbox"/>	
Title of your project <i>Golden Cups</i>	Student name
1.1 Introduction: Provide a brief outline of your project <i>We started off by Brainstorming for a new chocolate product for Cadbury's. we decided on a chocolate treat called 'Golden cups' with a US. We then engaged in research to help design our product and a powerpoint presentation along with the findings of our research.</i>	
1.2 Roles and responsibilities: Describe your key role and your main responsibilities <i>my key role in the project was in the design of the product and its packaging. I produced actual visual images of the final design for the product. I then went on to produce an actual Prototype of the product. I also worked on a lot of research for the 4 P's. I was also responsible for doing accurate price calculations and Profit Margin. I also worked on the final presentation of our project.</i>	
1.3 Summary: Give a brief summary of how you contributed to your project during the following activities:	
(a) How I contributed to researching the project <i>I contributed to researching by conducting both field and desk research. I designed individual questions for the field survey and I engaged in all the research for the actual design for the product packaging and design. I also contributed by engaging in research involving the 4 P's. I was also the one who created the actual Survey with the Questions from teammates and myself</i>	
(b) How I contributed to analysing the research information <i>Based on the research findings I put forward suggestions to my group about the marketing mix. It helped us to make decisions on the Design, Pricing and Promotion of the Product.</i>	

FOQ 5: The individual Student Reflection demonstrates how the student engaged fully in all stages of the project. To improve, the student could be more explicit on the work he completed as part of the action plan. It presents some reflection on his experience of group work. To improve the student could highlight how he overcame the challenges/difficulties highlighted in his student reflection.

(c) How I contributed to developing the action plan

I worked individually and with my team on all areas of the action plan. In particular, I was solely responsible for the Product design and Packaging. I also did all the calculations to find out the accurate selling price and profit-margin in relation to price under the 4 ps.

(d) How I contributed to compiling the project

I contributed to compiling the project in many areas such as being responsible for making the prototype and by typing up some of the final presentation. I also had to add a few photographs/diagrams to the presentation. I also made stickers to stick on the survey that tell you the key message of each question.

1.4 Review: Describe how you got on as a team and any difficulties you overcame while working as a team or Describe the advantages and challenges of working on this group project from your individual perspective

Throughout the entirety of this project, I feel well did work very well as a team. At the beginning it was hard to come up with an idea but as a team we decided on a good product with a USP. It was a challenging project in relation to our timing. We could improve in this area next time. Overall I really enjoyed doing the CBA for Bunnies.

1.5 Teacher feedback

RESEARCH: STUDENT C

Appendix 1: Business in Action – Template for Student Research

Project option: Enterprise in Action <input checked="" type="checkbox"/> Economics in Action <input type="checkbox"/> Finance in Action <input type="checkbox"/>	
Title of your project Golden cups	Student name
Method of research Survey and Internet Research	Field (primary) research <input checked="" type="checkbox"/> Desk (secondary) research <input checked="" type="checkbox"/>
1.1 Introduction: Outline briefly the purpose of your research The purpose of my research was to see if children, teenagers and adults like the idea of our product. The primary research helped me to find out if our product needed any changes and my secondary research helped to find if this product had been made before.	
1.2 Method of research: Explain briefly why you have chosen your method of research I chose this method of research because my primary research is very reliable and it gives a good opinion from our target market. The secondary research I chose was internet research. I chose this method because it gave us a reliable source of info I couldn't find out primarily.	
1.3 Sources: List your source(s) of information Students and teachers Survey Websites	
1.4 Summary: Give a brief summary of what you found out as a result of your research As a result of my research I found that the original name we had chosen was not a suitable name. I found this because I analyzed my two questions from the survey 'Do you like the name honey cups' and 'Do you have any other suggestions?'	

FOQ 1: The student uses an effective research method to collect data and demonstrates a good analysis of the data findings. A survey was used as primary research and desk research was carried out online. To improve she could have included factual percentages of the findings and included information on her secondary research.

1.5 Evaluation of findings: Think critically about the following questions and write a short response

(a) Were you surprised by your findings? Give a reason for your answer.

I was a bit surprised by some of ~~my~~ findings as I found out that our original name 'Golden cups' was not a name like by our target market

(b) Is the source of your research reliable? Give a reason for your answer

Yes as it came from the people who we will be ~~selling~~ selling our product too.

(c) Is the information one-sided or biased? Give a reason for your answer.

Our information was a bit biased as it came from an age range of 11-13 and 18-60 but we did not get feedback from younger people.

1.6 Conclusion: Based on your findings what is the key message you will share with your team?

The key message I will share with my team is from our conclusion is that the name needs to be changed

1.7 Decision-making: How do you think your findings will affect your team's action plan?

I think our findings will affect our team's action plan as we will have to change the name and ~~only do one flavour of chocolate.~~ it extremely hard to choose a name that hasn't been done before.

1.8 Recording your sources: Provide some evidence of your research e.g. interview questions, questionnaire, photocopies, images, notes, graphic organizers etc.

REFLECTION: STUDENT C

Appendix 2: Business in Action – Template for the Student Reflection

Project option: Enterprise in Action <input checked="" type="checkbox"/> Economics in Action <input type="checkbox"/> Finance in Action <input type="checkbox"/>	
Title of your project <p style="font-size: 1.5em; text-align: center;">Golden Cups</p>	Student name
1.1 Introduction: Provide a brief outline of your project <p>My project was to create a product for Cadbury's Brand. I created a project with the help of my group. Our product was a honey-comb st. semi-sphere cup filled with Cadbury's milk chocolate.</p>	
1.2 Roles and responsibilities: Describe your key role and your main responsibilities <p>The key roles and responsibilities for my project were to come up with two questions for the survey, type up the introduction and the H P's. I also did secondary research on the price section of the product.</p>	
1.3 Summary: Give a brief summary of how you contributed to your project during the following activities: (a) How I contributed to researching the project <p>I contributed to the project by doing my secondary research to find the price we should sell our product and the price of our our competitors. I also did my two questions for the survey.</p> (b) How I contributed to analysing the research information <p>I contributed to analysing the research information by looking at the survey results and changing anything our target market didn't like.</p>	

<p>(c) How I contributed to developing the action plan</p> <p>I contributed to developing the product by typing up the information on the Power point and adding the photos and the design to the power point.</p>
<p>(d) How I contributed to compiling the project</p> <p>I contributed to developing the product by typing up on the information on the power point, adding photos and doing the design of the powerpoint</p>
<p>1.4 Review: Describe how you got on as a team and any difficulties you overcame while working as a team or Describe the advantages and challenges of working on this group project from your individual perspective</p> <p>I think we got on as a team quite well as we agreed on nearly everything. I think the main challenges of the product was time was and making sure we had everything needed included</p>
<p>1.5 Teacher feedback</p>

FOQ 5: The individual Student Reflection provides some evidence of how the student engaged at some stages of the project. To improve the student could highlight how they engaged with the action plan (1.3c and 1.3d are repeated word for word).

RESEARCH: STUDENT D

Appendix 1: Business in Action – Template for Student Research

Project option: Enterprise in Action <input checked="" type="checkbox"/> Economics in Action <input type="checkbox"/> Finance in Action <input type="checkbox"/>	
Title of your project Golden CUPS	Student name
Method of research SURVEY and internet research.	Field (primary) research <input checked="" type="checkbox"/> Desk (secondary) research <input checked="" type="checkbox"/>
1.1 Introduction: Outline briefly the purpose of your research The purpose of my secondary research is to find out how Cadbury's distributes their products and where they are sold. My primary research (survey) were to see if people would potentially buy our product and where they would purchase our product.	
1.2 Method of research: Explain briefly why you have chosen your method of research I have chosen this method because I think my primary research is honest, reliable and specific to our needs.	
1.3 Sources: List your source(s) of information WWW. Slideshare.net, students of cadburys.ie	
1.4 Summary: Give a brief summary of what you found out as a result of your research As a result of my research I found out that people would most likely buy our product at a local supermarket. This tells me that I should sell this product at shops like SuperValu.	

FOQ 1: The student uses an acceptable research method to collect data although the analysis of the data findings lacks depth. The student could improve by including why he chose his method of secondary research (1.2). For 1.4 he could have included factual percentages of the findings and included information on his secondary research. The student could also have included more detail on how his specific findings will affect the teams action plan (1.7).

1.5 Evaluation of findings: Think critically about the following questions and write a short response

(a) Were you surprised by your findings? Give a reason for your answer. I was not surprised by my findings? I already suspected that people ~~it~~ would buy our product at a local supermarket.

(b) Is the source of your research reliable? Give a reason for your answer. Yes, This was a survey taken by real people. our target market

(c) Is the information one-sided or biased? Give a reason for your answer. our primary was not biased. As I surveyed our target market.

1.6 Conclusion: Based on your findings what is the key message you will share with your team?
The key message is ~~that~~ that I will share with my team is that we should sell our product at any local supermarket.

1.7 Decision-making: How do you think your findings will affect your team's action plan? It will give my group an idea about the important places to sell our product.

1.8 Recording your sources: Provide some evidence of your research e.g. interview questions, questionnaire, photocopies, images, notes, graphic organizers etc. Survey

REFLECTION: STUDENT D

Appendix 2: Business in Action – Template for the Student Reflection

Project option: Enterprise in Action <input checked="" type="checkbox"/> Economics in Action <input type="checkbox"/> Finance in Action <input type="checkbox"/>	
Title of your project Golden cups	Student name [Redacted]
1.1 Introduction: Provide a brief outline of your project for my primary research, I made two questions for secondary research, did my own research and typed "place" on powerpoint.	
1.2 Roles and responsibilities: Describe your key role and your main responsibilities I carried out primary and secondary research, analysed my results, and worked on the product for the action plan.	
1.3 Summary: Give a brief summary of how you contributed to your project during the following activities:	
(a) How I contributed to researching the project I came up with two questions for our survey, and I researched place on the internet. My first question was "where would you most likely buy our product?". My second question was "what is your favorite type of chocolate?"	
(b) How I contributed to analysing the research information I contributed by going online and picking all of the important parts and the most reliable pieces of information and disregarding other irrelevant information.	

FOQ 5: The individual Student Reflection provides some evidence of how the student engaged at some stages of the project. To improve the student could have been clearer on how he fully engages in developing the action plan and the area of 'place'.

<p>(c) How I contributed to developing the action plan</p> <p>(d) How I contributed to compiling the project</p>	<p>I looked at places and found out that what places sold our product and what the distribution process for our product would be. I decided where we are going to sell our product (local supermarkets).</p> <p>I contributed to compiling the project by typing what I found with my primary research and secondary research into a powerpoint "place".</p>
<p>1.4 Review: Describe how you got on as a team and any difficulties you overcame while working as a team or Describe the advantages and challenges of working on this group project from your individual perspective</p>	<p>I got on with my team well. There were no major difficulties to overcome. One disadvantage was not being able to further help with the project.</p>
<p>1.5 Teacher feedback</p>	

FOQ 5: The Reflections on his experience of group work are limited. To improve, the student should discuss in more detail the difficulties or challenges of working on this group project and how he overcame them.

LEVEL OF ACHIEVEMENT

STUDENT A:

OVERALL JUDGEMENT



Above expectations

STUDENT B:

OVERALL JUDGEMENT



Above expectations

STUDENT C:

OVERALL JUDGEMENT



In line with expectations

STUDENT D:

OVERALL JUDGEMENT



In line with expectations



Exceptional



Above expectations



In line with expectations



Yet to meet