

# Level 4 Retail Manager

EPA-Kit

## Assessing the Retail Business Project

- The Retail Business Project– Guidance
- The Retail Business Project – Criteria

## The Retail Business Project – Guidance

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The end-point assessment plan states that the retail business project must look at opportunities and challenges, incorporate new ideas and must lead to a coherent plan which would be appropriate for the business. It must match the organisation's objectives, identify measurable improvements and make recommendations for implementation. The project should not focus on an immediate problem, opportunity or idea but look from a strategic, medium term perspective.

### Before the assessment

The project should be identified by the apprentice and discussed first with the line manager and the on-programme assessor at least one month prior to the readiness for independent end assessment. This allows time for the apprentice to prepare a two-page maximum synopsis of their proposed project which they are required to bring to the independent end assessment planning meeting. The independent end assessor and employer representative will then determine whether the proposed project has the potential to meet the criteria of the retail business project.

The project will contain:

- Introduction and background
- Outline of challenge or opportunity
- Aims and objectives
- Identification of measurable improvements and benefits to the organisation
- Evidence of consultation and engagement of stakeholders
- Analysis of costs and commercial context
- Legislative requirements explained and adhered to
- Evidence of effective research
- Justified recommendations for implementation
- Proposed timeframes for implementation

Once the project proposal has been approved by the end point assessor, the apprentice will be required to undertake their project, which must be presented to the end point assessor within the four-month end point assessment period.

**Employers/training providers should:**

- ensure the apprentice knows the date, time and location of the presentation
- brief the apprentice on the activities to be carried out and the duration of the presentation (30 minutes)
- ensure the apprentice knows which assessment criteria will be assessed (outlined on the following pages)
- encourage the apprentice to reflect on their experience and learning on-programme to understand what is required to meet the standard
- be prepared to provide clarification to the apprentice, and signpost them to relevant parts of their on-programme experience in preparation for their assessment

The apprentice is required to provide supporting evidence to show that they have completed each of the underpinning activities to lead them to the recommendations presented to the end-point assessor. The presentation time is not in itself sufficient to cover the full requirements, so apprentices must also supply the supporting information to evidence the process undertaken, which must be with the end-point assessor no less than five working days prior to the presentation. The business project should be submitted via Dropbox, in either PDF or Word format. There is no stipulated word count, however the Highfield guide is to complete between 2000-5000 words. The end-point assessor will mark this alongside the presentation given to provide the outcome of the assessment activity. Apprentices are free to present this information in whichever way they feel is most appropriate, for example in a business report, but must include details of how and what research was undertaken, costings and how the legal implications have been considered.

Apprentices will be marked against the pass and distinction criteria included in the table on the following page. Apprentices meeting all pass criteria will be awarded a pass, if all pass and all distinction criteria are met, then the result will be a distinction.

## Business Project Criteria

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The following pages include the criteria that must be covered by the business project.

## Retail Business Project

To pass, the following must be evidenced	To gain a distinction
BP1 Give a general introduction and background to the retail business, including how this related to the wider organisation, local and national environment	BP11 Give a detailed introduction and background of the retail business, wider organisations, local and national environments, including on-line considerations
BP2 Outline the problem, challenge or opportunity identified	BP12 Outline the current situation which has led to the identification of a challenge or opportunity
BP3 State the aims and objectives of the project	BP13 Provide detailed aims and objectives for the project, linking to the current situation
BP4 Identify how the potential changes would lead to measurable improvements and benefits to the retail business	BP14 Identification of measurable improvements and benefits to the organisation
BP5 Consult relevant stakeholders (e.g. customers, team members, managers) to inform the results and recommendations	BP15 Provide evidence of wide consultation with a range of stakeholders and show how responses have been effectively evaluated and their content considered and included in the recommendation
BP6 Provide a detailed analysis of costs associated with the proposed recommendations	BP16 A thorough analysis of costs and benefits of the recommendations in the short, medium and long term
BP7 Identify applicable local and national legislation and ensure the proposal complies	BP17 Critically analyse the project to ensure it meets organisational and legal requirements
BP8 Provide research methodology to demonstrate a logical, coherent approach	BP18 Effectively design and use a research methodology using qualitative and quantitative research to its best effect
BP9 Make clear recommendations for implementation	BP19 Detailed recommendations for implementation
BP10 Concise validation and justification of recommendations	BP20 Comprehensive link from the project into the medium term strategy of the retail business
	BP21 Detailed validation and justification of recommendations
	BP22 Proposed timeframes for implementation

## Development of the business plan development

Pass criteria	Distinction criteria
<b>Introduction and background</b>	
<b>BP1.</b> Give a general introduction and background to the retail business, including how this relates to the wider organisation, local and national environment	<b>BP11.</b> <i>Give a detailed introduction and background of the retail business, wider organisations, local and national environments, including on-line considerations</i>
<b>An outline of the challenge or opportunity</b>	
<b>BP2.</b> Outline the problem, challenge or opportunity identified	<b>BP12.</b> <i>Outline the current situation which has led to the identification of a challenge or opportunity</i>
<b>Aims and Objectives</b>	
<b>BP3.</b> State the aims and objectives of the project	<b>BP13.</b> <i>Provide detailed aims and objectives for the project, linking to the current situation</i>
<b>Evidence of consultation and engagement of stakeholders</b>	
<b>BP5.</b> Consult relevant stakeholders (e.g. customers, team members, managers) to inform the results and recommendations	<b>BP15.</b> <i>Provide evidence of wide consultation and show how responses have been effectively evaluated and their content considered and included in the recommendation</i>
<b>Evidence of effective research</b>	
<b>BP8.</b> Provide research methodology to demonstrate a logical, coherent approach	<b>BP18</b> <i>Effectively design and use a research methodology using qualitative and quantitative research to its best effect</i>

<b>Legislative requirements that have been explained and adhered to</b>	
<b>BP7. Identify applicable local and national legislation and ensure the proposal complies</b>	<b>BP17. <i>Critically analyse the project to ensure it meets organisational and legal requirements</i></b>
<b>An analysis of costs and commercial content &amp; proposed timeframe for implementation</b>	
<b>BP6. Provide a detailed analysis of costs associated with the proposed recommendations</b>	<b>BP22. <i>Proposed timeframes for implementation</i> BP16. <i>A thorough analysis of costs and benefits of the recommendations in the short, medium and long term</i></b>
<b>Identification of measurable improvements and benefits to the organization</b>	
<b>BP4. Identify how the potential changes would lead to measurable improvements and benefits to the retail business</b>	<b>BP14. <i>Identification of measurable improvements and benefits to the organization</i> BP20. <i>Provide a comprehensive link from the project into the medium term strategy of the retail business</i></b>
<b>Justified recommendations for implementation</b>	
<b>BP9. Make clear recommendations for implementation</b>	<b>BP19. <i>Detailed recommendations for implementation</i></b>
<b>Conclusion and Recommendations</b>	
<b>BP10. Concise validation and justification of recommendation</b>	<b>BP21. <i>Detailed validation and justification of recommendations</i></b>
	<b>BP22. <i>Proposed timeframes for implementation</i></b>