**BTEC Assignment Brief**

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| **Qualification** | Pearson BTEC Level 3 National Diploma in BusinessPearson BTEC Level 3 National Extended Diploma in Business |
| **Unit number and title** | **Unit 5: International Business** |
| **Learning aim(s)** (For NQF only) | **E:** Examine the strategic and operational approaches to developing international trade |
| **Assignment title** | 5.3 Strategies and Resources  |
| **Assessor** | Seonaid Botfield |
| **Issue date** | 14/12/20 |
| **Hand in deadline**  | 04/01/21 |
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| **Vocational Scenario or Context** | You are continuing your work experience placement at the office of a local Chamber of Commerce.The Chamber of Commerce is preparing materials that examine the strategic and operational approaches to developing international trade.You have been asked to prepare a research study that evaluates the success of the strategies and resources used by one business, taken from either the manufacturing or service sector of the economy, and that currently trades internationally.You will need to gather comprehensive research evidence into this business and its markets. |
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| **Task 1** | Using research from relevant sources you will present a research study on a business of your choice. This can be from either the manufacturing or service sector of the economy that currently trades internationally.The study should contain:* An analysis of the strategies it uses to operate internationally, and the reasons for using these
* a review of its product portfolio, and explanation of how its products and processes may have to be adapted and/or re-engineered for international markets
* a consideration of all relevant and influencing factors that may impact on business decisions taken in respect of changes to the product portfolio for the international market, to include the resource implications
* an evaluation of the success of its strategies, and how effectively its resources are being used.

The study will have a clear conclusion that evaluates the success of the strategies and resources used. This conclusion will be fully justified using well-balanced, developed arguments, and supported by good use of research evidence. |
| **Checklist of evidence required**  | * Individual research evidence on a business and its markets
* An evaluative research study
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| **Criteria covered by this task:** |
| Unit/Criteria reference | To achieve the criteria you must show that you are able to: |
| 5/E.D4 | Evaluate the success of the strategies and resources used by a selected international business in one of its markets. |
| 5/E.M5 | Analyse the effectiveness of the strategies and resources used by a selected international business |
| 5/E.P8 | Explain how products and processes have to be adapted for international markets by a selected business. |
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| **Sources of information to support you with this Assignment** | **Websites**[**www.gov.uk/government/organisations/uk-trade-investment**](http://www.gov.uk/government/organisations/uk-trade-investment)**www.britishchambers.org.uk/business/international-trade****Above are some examples of websites. Further useful resources may be found at** [**www.edexcel.com/resources/Pages/default.aspx**](http://www.edexcel.com/resources/Pages/default.aspx) |
| **Other assessment materials attached to this Assignment Brief** | *N/A* |