

Commentary on candidate evidence

The candidate evidence has achieved the following marks for the Background Information section of the assignment. The text has been re-typed from candidate scripts to show each valid/invalid mark in sequence.

Background information

Candidate A

Title – Party time delivery service

The candidate was awarded **4/4 marks** for this section as follows:

- ◆ 'For my assignment I have decided to look at Party Time Brechin and what they can do to improve their delivery service' (**1 mark – Purpose**)
- ◆ 'and make it more useful for people in Brechin' (**0 marks – refers to location of customers not the business**)
- ◆ 'Party Time is part of a franchise owned by Tesco plc' (**1 mark – Structure**)
- ◆ 'Party Time was founded in 1993 by Dianne Russell and Kristen Watson' (**1 mark – Establishment**)
- ◆ 'At the moment the current managing director is Sunny Sahota' (**0 marks – not relevant to background criteria**)
- ◆ 'All premiers are owned by independent retailers all over the UK' (**0 marks – no indication of what 'premiers' are**)
- ◆ 'Party Time Brechin is one of 3,200 stores' (**1 mark – Structure**)
- ◆ 'in the UK' – (**Full marks have already been awarded – would have been Location**)
- ◆ 'that are part of the big franchise that is owned by Tesco' (**Repeat – would have been Structure if 2 marks had not already been awarded for Structure**)
- ◆ 'Party Time is part of the largest and fastest growing symbol group' (**0 marks – no indication of what a 'symbol group' is**)
- ◆ 'in the UK' (**Repeat – would have been Location if UK not already given**)
- ◆ 'Party Time has 3 employees' (**Full marks have already been awarded – would have been Structure**)
- ◆ 'that are dedicated and committed to their job at the business and are friendly and helpful' (**0 marks – not relevant**)

Candidate B

Title – customer satisfaction at Morrison's, Bathgate

The candidate was awarded **4/4 marks** for this section as follows:

- ◆ 'For my assignment I have chosen Morrison's Bathgate' **(1 mark – Location)**
- ◆ 'In this assignment I will look at how they keep customer satisfaction and hope it stops the customers for going to other competitors' **(1 mark – Purpose)**
- ◆ 'Morrison's was founded in 1899 by William Morris and in Bradford England' **(1 mark – Establishment)**
- ◆ 'Morrison's have a total of 132,000 employees working for them' **(1 mark – Structure)**
- ◆ 'They are in the public sector of the economy' **(0 marks – incorrect)**
- ◆ 'and in the secondary sector of industry' **(0 marks – incorrect)**
- ◆ 'They have 491 branches' **(Full marks have already been awarded – would have been Location)**
- ◆ 'in the United Kingdom' **(Max – would have been Location if 2 marks had not already been awarded for Location)**
- ◆ All of their stores open from 7 am-10 pm **(Full marks have already been awarded – would have been Operational)**

Candidate C

Title – Alford Tandoori

The candidate was awarded **2/4 marks** for this section as follows:

- ◆ 'I'm doing my assignment on Alford Tandoori' **(0 marks – no purpose given)**
- ◆ 'Alford Tandoori' **(0 marks – marks are not given under either Product or Location for the name of a business)**
- ◆ 'is a private limited company' **(1 mark – Structure)**
- ◆ 'and is rated 4 1/2 stars' **(0 marks - this is a review and not a quality award, therefore it is irrelevant to background)**
- ◆ 'The company is located in Alford Watchmakers Lane, AB33 8EW' **(1 mark - Location)**
- ◆ 'Alford Tandoori advertise their organisation's goods by making menu's people can take away to look at they also have a website <https://affordtandoori.com/> that customers can have a look at to see what the tandoori offer' **(0 marks – not relevant to background)**