**BUSINESS STUDIES**

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**Grade 12 –Portfolio 2016**

**Set by: D Prinsloo**

**Moderated by:**

**Research Task**

**Instructions:**

1. ***Plagiarism will be penalised to the full extent. All plagiarised sections of work will not be marked or considered part of the task.*** ***90% of the text must be written by you and a maximum of 10% may be directly quoted and cited. All direct quotations must be correctly cited and referenced (Harvard referencing format)***
2. ***Submit an anti-plagiarism and authenticity statement with an anti-plagiarism checking certificate (e.g. plagtracker) attached to the back of your assignment.***
3. This task forms 15% of your final portfolio mark so allocate your time and effort accordingly.
4. All late work will be penalised according to the school policy.
5. It is recommended that you use a variety of at least *three* alternate sources to complete the task. These may include internet, books, journals, interviews, newspapers etc.
6. All sources need to be referenced correctly.
7. Your task must be submitted on ***CD as well as a hardcopy***!
8. Presentation requirements:
   * The task must be typed out professionally in an appropriate font - size 12.
   * Insert page numbers, headings and sub-headings.
   * Work must be stapled in the top left hand corner when handing in.
   * An electronic copy on a disk must be submitted in a plastic sleeve with the task.
9. This is a primary and secondary research task which means you need to show evidence of bona fide field research.
10. Your task must include the following:

* Cover page (name, school, subject & task)
* Index with page numbers
* Rationale/Executive summary
* Conclusion
* Evidence of primary research (surveys, interview questions and response etc.)
* Reference list
* Glossary
* Anti-plagiarism statement
* Anti-plagiarism checking statement

1. It is in your best interest to submit a task which includes text and visual formats, e.g. graphs, pie charts etc.



**TASK:**

“Our opportunities for growth are exciting, and are not based upon chasing diminishing marginal returns.”

Nigel Payne (Chairman)

**Discuss the statement above paying special attention to the following:**

Complete an extensive study on any one of the Mr Price Group Limited divisions. You need to research all aspects of the specific business by consulting all the necessary stakeholders (Interviews or surveys). Make sure you research a broad number of issues by using the company’s financial reports, share prices and any newspaper articles. You need to compile enough information in order to meet the following requirements:

* Give a brief background of Mr Price Group Limited showing clearly how your division fits into the greater structure of the company.
* Use a PESTLE analysis to discuss challenges faced in the macro environment.
* Analyse current challenges the business is facing with regards to the market environment using Porter’s model.
* Complete a SWOT analysis on the company in response to the information collected on the macro, market and micro environment.
* Think creatively and draft a strategic plan for the company’s future. Include formal strategies as well as your recommendations. (Hint: address the negatives and positives you have discussed using the tools above.



**RUBRIC “Mr Price Research task”**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| STUDENTS  MARK: 100  50  NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | | |
|  | **0-2** | **3-5** | **6-8** | **9-10** | **TOTAL** |
| Has the pupil stated their intention for the study –  Rationale/Executive summary  **LOT & HOT** | No introduction, rationale, executive summary has be stated. | Demonstrates a fair understanding of the task and the introduction/ rationale/ executive summary is partially stated and meets the basic requirements. | (6)Demonstrates an average understanding of the task. (7)The intention for the task is clearly stated (8) There is a comprehensive understanding of the task. | (9)Demonstrates an excellent understanding of the task (10) The intention for the task is superbly stated showing length and breadth of understanding. |  |
| Background of the company  **LOT** | (0) No background (1) Demonstrates little to no understanding of the company (2) The background is simple and rephrased from website. | (3) Demonstrates a fair understanding of the company (4) The background is partially stated (5) Meets the basic requirements. | (6) Demonstrates an average understanding of the company. (7)The background is clearly stated (8) There is a comprehensive understanding of the company. | (9)Demonstrates an excellent understanding of the company (10) The company is superbly represented showing length and breadth of understanding. | **X2** |
| SWOT (Micro environment)  **LOT & HOT** | (0) No SWOT (1) Demonstrates little to no understanding of a SWOT analysis (2) The SWOT is simple and rephrased from website/school book. | (3) Demonstrates a fair understanding of a SWOT (4) SWOT is partially stated (5) Meets the basic requirements of a SWOT analysis. | (6) Demonstrates an average understanding of a SWOT. (7)The SWOT is logical (8) There is a comprehensive understanding of a SWOT analysis | (9)Demonstrates an excellent understanding of a SWOT (10) The company is superbly analysed showing length and breadth of understanding. |  |
| Porters (Market environment)  [HOT & LOT] | (0) No Porters (1) Demonstrates little to no understanding of a Porters analysis (2) The Porters is simple and rephrased from website/school book. | (3) Demonstrates a fair understanding of a Porters (4) Porters is partially stated (5) Meets the basic requirements of a Porters analysis. | (6) Demonstrates an average understanding of a Porters. (7)The Porters is logical (8) There is a comprehensive understanding of a Porters analysis | (9)Demonstrates an excellent understanding of Porters (10) The company is superbly analysed showing length and breadth of understanding. |  |
| PESTLE (Macro environment)  [HOT & LOT] | (0) No PESTLE (1) Demonstrates little to no understanding of a PESTLE analysis (2) The PESTLE is simple and rephrased from website/school book. | (3) Demonstrates a fair understanding of a PESTLE (4) PESTLE is partially stated (5) Meets the basic requirements of a PESTLE analysis. | (6) Demonstrates an average understanding of a PESTLE. (7)The PESTLE is logical (8) There is a comprehensive understanding of a PESTLE analysis | (9)Demonstrates an excellent understanding of a PESTLE (10) The company is superbly analysed showing length and breadth of understanding. |  |
| Strategic plan  [HOT] | (0) No strategic plan (1) Demonstrates little to no understanding of a strategic plan (2) The strategic plan is simple and rephrased from website/school book. | (3) Demonstrates a fair understanding of a strategic plan (4) strategic plan is partially stated (5) Meets the basic requirements of a strategic plan. | (6) Demonstrates an average understanding of a strategic plan. (7)The strategic plan is logical (8) There is a comprehensive understanding of a formal and informal strategic plan | (9)Demonstrates an excellent understanding of a formal and informal strategic plan (10) a formal and informal strategic plan is superbly stated showing length and breadth of understanding. | **X2** |
| Evidence of research  [LOT] | (0) No evidence of research (1) Has shown little to no evidence of research (2) The evidence is simple and rephrased from website/school book. | (3) Has shown fair evidence of research (4) There is partial evidence of research (5) Meets the basic requirements of evidence. | (6) Has used an average amount of research. (7)The evidence is well displayed (8) There is a comprehensive evidence of research. | (9)Has shown excellent evidence of research. (10) Evidence of research showing length and breadth of understanding. |  |
| Format/Presentation/Other  [LOT] | (0)None of the presentation & format requirements have been fulfilled. (1)Few of the presentation & format requirements have been fulfilled. | (3) Half of the presentation & format requirements have been fulfilled (4) Just over half presentation & format requirements have been fulfilled. | (6)¾ of the presentation & format requirements have been fulfilled (7) Majority of the presentation & format requirements have been fulfilled (8) Majority of the presentation & format requirements have been fulfilled and the task has been professionally presented. | (9))All the presentation & format requirements have been fulfilled and the task has been presented professionally. (10) The task has been presented formally in a professional manner showing the perfect example of a business document. |  |
| TOTAL: **(100 MARKS)** | | | | | |

**Educator & Date**

Comments:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| Add school badge    **BUSINESS STUDIES**  **Portfolio 2016** | | | | |
| **STATEMENT OF AUTHENTICITY** | | | | |
| Centre Number |  | Examination number | |  |
| ***DECLARATION BY THE CANDIDATE*** | | | | |
| I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (print full names) declare that all external sources used in my SBA have been properly referenced and that the remaining work contained in this SBA is my own original work. I understand what plagiarism is, and accept the Plagiarism Policy of [Name of School] in this regard. I have also not allowed anyone to borrow or copy from my work. I understand that if this is found to be untrue, my SBA will be liable for disqualification. | | | | |
| Signed: | Candidate | Date: |  | |
| ***DECLARATION BY THE CANDIDATE’S EDUCATOR:*** | | | | |
| I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (print name and title of  Educator) at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (print name of school) declare that the work provided by this candidate has been monitored and checked for plagiarism. | | | | |
| Signed: | Educator | Date: | |  |