

CAMBRIDGE
INTERNATIONAL EXAMINATIONS

2003

CAREER AWARD IN ICT
Standard Level

MARK SCHEME

MODULE: 5191/A
CORE MODULE

Page 1	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5191/A

A. Student

Printout of the second e-mail prepared and ready to send to autoresponder-

Check send to address: **design.h@ucles.org.uk**
Check subject line **ICTCOREX**
Check for attachment present **TREE2003.TXT**
If candidate has attached file **TREES.CSV** instead of TREE2003.TXT then allow this

Page 2	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5191/A

A. Student

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Date top right of page
Does not have to be in the header

<today's date>

A4 page size
Landscape
All margins 4 cm
Allow for paper feed inconsistencies with printers –
(the line length must be between 21.5 and 22 cm)

Rootrainer Trees – Growth in 2003

Heading inserted
Centre aligned
18 point, underscored
Different font to body text

Rootrainer Trees has shown major growth over the past twelve months and can now be hailed as a significant success story as it progresses from a small company which started in England, into a global force in arboreal supplies and conservation. Initially starting with offices in America, Thailand, Australia and South Africa, during the first six months of last year new offices opened in Brazil and Japan. The last few weeks have seen the launch of offices in Argentina, India and Indonesia.

Expansion plans for the future include regional offices in seventeen more countries as many governments worldwide are starting to prioritise environmental issues. The original aim of the company; ‘to help in arresting the deforestation of the United Kingdom, by providing indigenous trees at a reasonable cost’ has grown into a multi million dollar business across the globe.

The core business still remains the container grown one-year-old seedlings called Rootrainers. Costs continue to be kept low (both financially and environmentally) by retaining the sales of bare rooted trees in the second and subsequent years.

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Body text fully justified
14 point
Single line spacing

Page numbering bottom left
Does not have to be in the footer

Page 2 of 8

Page 3	Mark Scheme	Module
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A. Student

<today's date>

During the past twelve months some restructuring has taken place within the company. Takeo Ogawa was appointed to oversee the opening of the Japanese office and had such a profound impact on Roottrainer Trees that he now heads the 'South East Asian Division' which includes the current offices in Japan, Thailand, Australia, India and Indonesia. His business plan has led to diversification, and there are current developments in the following areas:

- bonsai trees
- landscaping
- koi carp

Bullet points
Indented at least 3cm
Accept if start of text indented by 3cm from margin

The problems experienced in 2002 with supply and demand still exist but to a lesser degree. Roottrainer Trees nurseries continue to run at full capacity within England, and regional nurseries are now in full swing in America, Thailand and South Africa. America currently has two nurseries with others in the planning stages, and a 17,000-acre site has been acquired in Malaysia to try to counter the rapidly increasing demand. Here is a summary of the site allocations:

The company still maintains its policy of not lifting plants for specific dates, if plant condition or weather conditions are such that damage is likely to be sustained during or as a result of lifting during these periods. The company has made every effort to meet their customers' planting deadlines, but have always kept their customers fully informed if this has not been possible.

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A. Student

<today's date>

As in 2002, this has meant that whilst demand continues to rise dramatically for the larger trees, Rootrainer Trees can not meet that demand throughout the season. Where the size a customer has specified has not been available, the company has substituted the next size down and customers have been informed about the reduction in price.

The market for shrubs has also continued to increase and Rootrainer Trees has continued to add an even wider range of shrubs which are entirely suitable for amateur gardeners and in particular the development of wildlife habitats. This is an example of some acid loving small trees and shrubs:

The company database has outgrown its current hardware and has been redesigned to allow on-line requests using the internet. These requests will list all the products and availability within each country, as well as providing the customer with the opportunity to request data on trees which meet their specific needs. For example if a customer requested trees which were available for an acidic soil and which were between 40 and 89 centimetres in height, the database would suggest which trees or shrubs would be most suitable. It will also provide valuable information about the habit of each specimen, the maximum growing height and spread, growth rates and a multitude of other information.

The advent of the web server for the database has only been a partial success this year. The other element in last years' corporate development plan was to introduce a secure ordering facility to their customers. This element is still under development but has been complicated by the issues of demand outstripping the available supply and how to meet the perceived increase in sales that this is likely to cause.

Page orientation portrait

Heading 'Alkaline soil' at the top
Does not have to be in the header and any alignment is acceptable

Alkaline soil

Species	ID	MaxSize	Ground	PH	Size	Cost
Yew	37	2	I	Alkaline	1	3.85
Yew	38	2	L	Alkaline	2	4.76
Poplar	23	3	WLH	Alkaline	4	1.25
Poplar	22	3	WLH	Alkaline	2	1.09
Oak	21	3	H	Alkaline	2	1.12
Oak	20	3	H	Alkaline	2	0.8
Lime	19	3	H	Alkaline	6	13.75
Lime	18	3	H	Alkaline	4	1.44
Lime	17	3	H	Alkaline	3	1.08
Lime	16	3	H	Alkaline	2	0.87
Horse Chestnut	14	3	LH	Alkaline	4	1.21
Horse Chestnut	13	3	LH	Alkaline	3	1.08
Horse Chestnut	15	3	LH	Alkaline	6	15.95
Horse Chestnut	12	3	LH	Alkaline	2	0.78
Field Maple	11	2	H	Alkaline	4	1.1
Field Maple	10	2	H	Alkaline	3	0.95
Field Maple	9	2	H	Alkaline	2	0.75
Elder	40	1	LH	Alkaline	1	1.25
Elder	41	1	LH	Alkaline	2	1.75
Beech	8	3	L	Alkaline	4	1.57
Beech	7	3	L	Alkaline	3	1.2
Beech	6	3	L	Alkaline	3	1.2
Ash	5	3	WLH	Alkaline	4	1.09
Ash	4	3	WLH	Alkaline	3	0.95
Alder	1	2	W	Alkaline	2	0.73
Alder	3	2	W	Alkaline	4	1.09
Alder	2	2	W	Alkaline	3	0.95

Sorted in descending order on 'Species'

Check data entry of two records for Elder
Must be 100% accurate

Search
PH = Alkaline

A. Student

Sorted in ascending order on 'Ground'

Heading at the top
Does not have to be in the header and any alignment is acceptable

L or WLH

Check data entry for Broom
Must be 100% accurate

<i>Ground</i>	<i>Species</i>	<i>Cost</i>
L	Broom	1.33
L	Silver Birch	1
L	Beech	0.77
L	Beech	1.2
L	Beech	1.57
L	Silver Birch	0.79
L	Yew	4.76
L	Silver Birch	1.1
L	Sweet Chestnut	0.8
L	Sweet Chestnut	1
L	Sweet Chestnut	1.45
L	Walnut	2.53
L	Yew	3.85
WLH	Ash	0.95
WLH	Poplar	1.09
WLH	Ash	1.09
WLH	Poplar	1.25
	<i>Average</i>	1.56

Only these 3 fields selected
Can be any order or layout

Search 'Ground' = L or WLH only

Calculated Field
Average Cost calculated

A. Student

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Page 7	Mark Scheme	Module
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Rootrainer Trees – Growth in 2003

Page
Portrait orientation
All margins 2cm

Allow for paper feed inconsistencies with printers – (the line length must be between 16.75 and 17.25 cm)

Heading present
Any alignment, font or point size, is acceptable

...ast twelve months and can now
...which started in England, into
...ices in America, Thailand, Australia and South Africa,

during the first six months of last year new offices opened in Brazil and Japan. The last few weeks have seen the launch of offices in Argentina, India and Indonesia.

Expansion plans for the future include regional offices in seventeen more countries as many governments worldwide are starting to prioritise environmental issues. The original aim of the company; ‘to help in arresting the deforestation of the United Kingdom, by providing indigenous trees at a reasonable cost’ has grown into a multi million dollar business across the globe.

The core business still remains the container grown one-year-old seedlings called Rootrainers. Costs continue to be kept low (both financially and environmentally) by retaining the sales of bare rooted trees in the second and subsequent years.

Body text left aligned
11 point
1.5 times line spacing

During the past twelve months some restructuring has taken place within the company. A manager was appointed to oversee the opening of the Japanese office and had such a profound impact on Rootrainer Trees that he now heads the ‘South East Asian Division’ which includes the current offices in Japan, Thailand, Australia, India and Indonesia. His business plan has led to diversification, and there are current developments in the following areas:

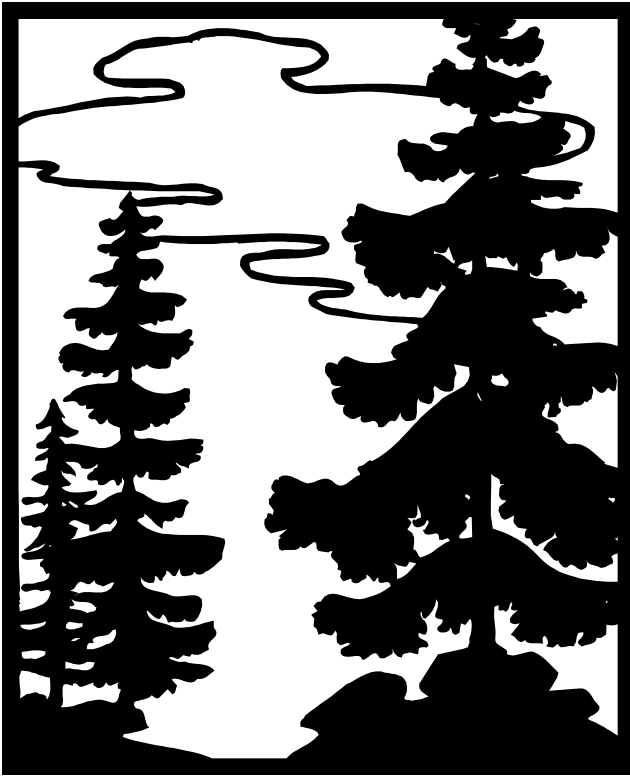
- bonsai trees
- landscaping
- koi carp

The problems experienced in 2002 with supply and demand still exist but to a lesser degree. Rootrainer Trees nurseries continue to run at full capacity within England, and regional nurseries are now in full swing in America, Thailand and South Africa. America currently has two nurseries with others in the planning stages, and a 17,000-acre site has been acquired in Malaysia to try to counter the rapidly increasing demand. Here is a summary of the site allocations:

Site	Current size	Planned size
England	3200	3200
America	8000	8500
Thailand	750	2000
South Africa	500	500

Table inserted here
100% accuracy in numeric data entry needed

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Does not have to be in the footer



The company still maintains its policy of not lifting plants for specific dates, if plant condition or weather conditions are such that damage is likely to be sustained during or as a result of lifting during these periods. The company has made every effort to meet their customers' planting deadlines, but have always kept their customers fully informed if this has not been possible.

As in 2
continu
Rootrai

Image of any tree/s inserted
It may contain a tree or any constituent part
Placed top left of page
Graphic area no more than 40% of printed page and no less than 15% of page
Orientation of graphic not important
Text must wrap around all the image

throughout the season. Where the size a customer has specified has not been available, the company has substituted the next size down and customers have been informed about the reduction in price.

The market for shrubs has also continued to increase and Roottrainer Trees has continued to add an even wider range of shrubs which are entirely suitable for amateur gardeners and in particular the development of wildlife habitats. This is an example of some acid loving small trees and shrubs:

Species	MaxSize	PH	Size
Silver Birch	3	Acid	2
Sweet Chestnut	3	Acid	2
Broom	1	Acid	1

Database extract placed here
Format of the extract is not important

The company database has undergone its current hardware and has been updated using the internet. The requests will list all the products available within each country, as well as with the opportunity to request data which meet their specific needs. For the requested trees which were available, the database would suggest which trees or shrubs would be most suitable. It will also provide valuable information about the habit of each specimen, the maximum growing height and spread, growth rates and a multitude of other information.

Searching for 'PH' Acid AND 'Size' 1 OR 2

Check data entry for Broom
Must be 100% accurate

Only these 4 fields selected
Can be arranged in any order or layout

The advent of the web server for the database has only been a partial success this year. The other element in last years' corporate development plan was to introduce a secure ordering facility to their customers. This element is still under development but has been complicated by the issues of demand outstripping the available supply and how to meet the perceived increase in sales that this is likely to cause.

Check for no widows, orphans or lists or tables which overlap two pages

2003

CAREER AWARD IN ICT
Standard Level

MARK SCHEME

MODULE: 5191/B

CORE MODULE

Page 1	Mark Scheme	Module
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A. Student

<today's date>

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Check send to address: **design.h@ucles.org.uk**
Check subject line **ICTCOREX**
Check for attachment present **OGAWA.TXT**
If candidate has attached file **OGAWA.CSV** instead of OGAWA.TXT then allow this

Page 2	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5191/B

A. Student

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Date top right of page
Does not have to be in the header

<today's date>

A4 page size
Landscape
All margins 3.5 cm
Allow for paper feed inconsistencies with printers –
(the line length must be between 22.5 and 23 cm)

OGAWA BONSAI

Heading inserted
Centre aligned
16 point, bold & italic
Different font to body text

past financial year and has set up a new business strand called Ogawa Bonsai. The decision to move away from the

Rootrainer name was taken in an attempt to add an oriental and authentic facade to this business. The idea was developed by Takeo Ogawa, who is the head of Rootrainer's 'South East Asian Division' which covers all operations in Japan, Thailand, Australia, India and Indonesia.

Takeo has taken the horticultural expertise of the English growers within the company and merged it with the tradition and mystery of the Japanese bonsai culture. The marketing strategy which will be used to target initially the western European and North American markets will bring an image of serenity and tranquility to every lounge, sitting room and office in these areas.

In order to fulfil this marketing strategy, Takeo has initiated a study into the preferred styles and species of trees for these new market places. Following the initial studies, Takeo plans to initiate the propagation of sufficient quantities of the selected species to enable a major Europe wide and North American launch of these new products. The summary of this research is:

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Body text left aligned
10 point
Double line spacing

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A. Student

<today's date>

There would be a need for several of Takeo's multilingual Japanese arborealists and two consultant bonsai masters to visit the growers within the European and American divisions. The aim of these workshops would be to introduce the following areas:

- propagation techniques
- root pruning
- wiring
- bonsai seasons

Bullet points
Indented at least 2cm
Accept if start of text indented by 2cm from margin

These workshops and demonstrations would be to all the designated employees of Roottrainer Trees who were assigned responsibility for the 'Ogawa Bonsai' sections of the business. This instruction will of course include the selection of suitable material for growing good bonsai specimens. All packaging and distribution will be using our existing Roottrainer Trees network, at least in the initial phases.

As can be seen from the survey results, there will need to be different growing and marketing strategies for each of the divisions, with the North American markets requiring more coniferous varieties and the European markets preferring more deciduous trees. Some of the Acer species would appear to be the favourite deciduous varieties on both continents. Unfortunately, this could lead to some time-related issues as some of the Acer species are very slow growing. They do make superb traditional bonsai specimens but have a growth rate which makes the commercial cultivation and fast-track production needed to keep costs down very difficult.

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<today's date>

This may require an alternative business strategy to that originally proposed by Takeo. One strategy might be a dual approach; in other words, maintaining the ideal of fast-track production with large volumes of trees produced, and a secondary, more labour intensive development of these slow-growing trees which would not net any profit for a number of years.

This would provide an alternative source of 'Premier' range trees for the 'more discerning customer' which after the initial market impact of the fast-track trees, may possibly open a secondary market. This secondary market must be seen as exclusive and to a degree be vastly overpriced, in order to cultivate a different client base.

It is proposed to target specific areas for this new market and the initial trial is proposed for the Knightsbridge area of London in conjunction with a very large and exclusive department store. This divergence from our usual marketing strategy should enable other aspects of our corporate development plan to grow. Many of these new clients may be interested in our other new ventures. The most popular trees from the European market research are:

In summary, this should be seen as an opportunity to open new markets, never before dreamed of by the traditional nurseries. If successful, this should lead to increased and persistent company growth in the next few years.

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A. Student

<today's date>

Page orientation portrait

Acer or Betula

Check data entry of Acer Palmatum Ukon
Must be 100% accurate

<i>Years</i>	<i>Species</i>	<i>Variety</i>	<i>Europe</i>	<i>America</i>
25	Acer	Palmatum Kiyohime	75	34
17	Acer	Palmatum Seigen	78	34
10	Acer	Palmatum Ukon	82	46
9	Betula	Nana	38	41
9	Acer	Deshojo	70	34
8	Acer	Japonicum Kashima	63	37
8	Acer	Palmatum Kashima	70	37
6	Betula	Pendulata	26	30
6	Acer	Buergerianum	60	34

Check data entry of two records for Betula
Must be 100% accurate

Search
Species = Acer or Betula

Sorted in descending order on 'Years'

A. Student

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the page

A. Student

<today's date>

Sorted in ascending order on 'Variety'

Heading 'Pinus in America' at the top
Does not have to be in the header and any alignment is acceptable

Pinus in America

<i>Variety</i>	<i>Species</i>	<i>America</i>
Parviflora	Pinus	60
Pentaphylla	Pinus	62
Pinta Phylla	Pinus	58
Sylvestris Beavinestrus	Pinus	62
Sylvestris Globosa	Pinus	60
Thunbergii	Pinus	64
	<i>Average</i>	61

Only these 3 fields selected
Can be any order or layout

Calculated Field
Average America calculated

Search 'Species' = **Pinus**

A. Student

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Does not have to be at bottom of the page

Page
Portrait orientation
All margins 2cm
Allow for paper feed inconsistencies with printers – (the line length must be between 16.75 and 17.25 cm)

<today's date>

OGAWA BONSAI

Heading present
Any alignment, font or point size is acceptable

Roottrainer Trees has diversified during the past financial year and has set up a new business strand called Ogawa Bonsai. The decision to move away from the Roottrainer name was taken in an attempt to add an oriental and authentic facade to this business. The idea was developed by Takeo Ogawa, who is the head of Roottrainer's 'South East Asian Division' which covers all operations in Japan, Thailand, Australia, India and Indonesia.

Takeo has taken the horticultural expertise of the English growers within the company and merged it with the tradition and mystery of the Japanese bonsai culture. The marketing strategy which will be used to target initially the western European and North American markets will bring an image of serenity and tranquility to every lounge, sitting room and office in these areas.

In order to fulfil this marketing strategy, Takeo has initiated a study into the preferred styles and species of trees for these new market places. He will then initiate the propagation of sufficient quantities of these new products for a wide and North American launch of these new products.

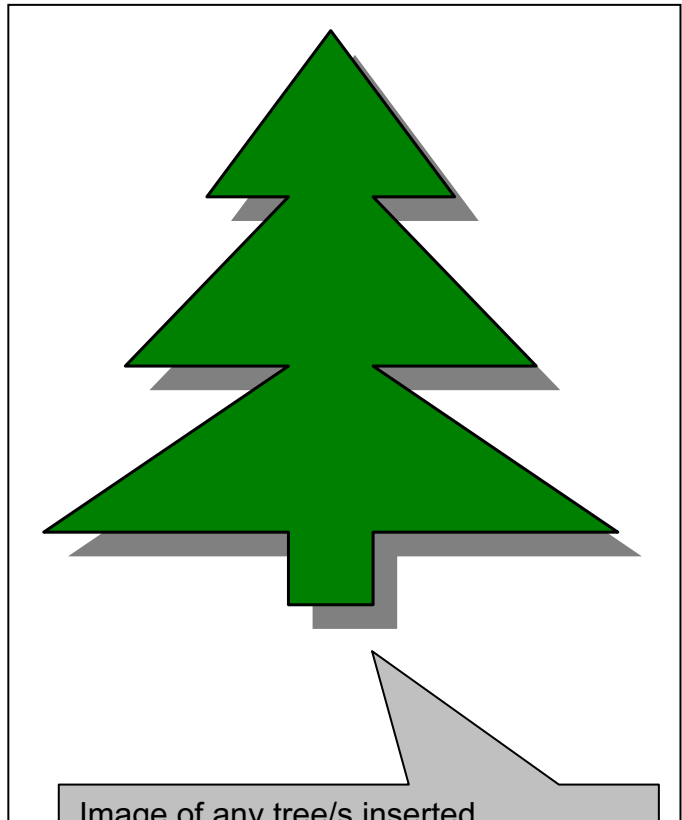


Image of any tree/s inserted
It may contain a tree or any constituent part
Placed top right of page
Graphic area no more than 40% of printed page and no less than 15% of page
Orientation of graphic not important
Text must wrap around all the image

Species	Deciduous	Coniferous	
Larix	Yes		Europe
Acer	Yes		Europe
Ulmus	Yes		Both
Picea		Yes	America
Pinus		Yes	America
Juniperus		Yes	America

Table inserted here
Allow 3 data entry errors

There would be a need for several of Takeo's multilingual Japanese and American bonsai masters to visit the growers within the European and American divisions. The aim of these workshops would be to introduce the following areas:

- propagation techniques
- root pruning
- wiring
- bonsai seasons

Body text fully justified
12 point
Single line spacing

These workshops and demonstrations would be to all the designated employees of Roottrainer Trees who were assigned responsibility for the 'Ogawa Bonsai' sections of the business. This instruction will of course include the selection of suitable material for growing good bonsai specimens. All

A. Student

<today's date>

packaging and distribution will be using our existing Roottrainer Trees network, at least in the initial phases.

As can be seen from the survey results, there will need to be different growing and marketing strategies for each of the divisions, with the North American markets requiring more coniferous varieties and the European markets preferring more deciduous trees. Some of the Acer species would appear to be the favourite deciduous varieties on both continents. Unfortunately, this could lead to some time-related issues as some of the Acer species are very slow growing. They do make superb traditional bonsai specimens but have a growth rate which makes the commercial cultivation and fast-track production needed to keep costs down very difficult.

This may require an alternative business strategy to that originally proposed by Takeo. One strategy might be a dual approach; in other words, maintaining the ideal of fast-track production with large volumes of trees produced, and a secondary, more labour intensive development of these slow-growing trees which would not net any profit for a number of years.

This would provide an alternative source of 'Premier' range trees for the 'more discerning customer' which after the initial market impact of the fast-track trees, may possibly open a secondary market. This secondary market must be seen as exclusive and to a degree be vastly overpriced, in order to cultivate a different client base.

It is proposed to target specific areas for this new market and the initial trial is proposed for the Knightsbridge area of London in conjunction with a very large and exclusive department store. This divergence from our usual marketing strategy should enable other aspects of our corporate development plan to grow. Many of these new clients may be interested in our other new ventures. The most popular trees from the European market research are:

Species	Variety	Europe	Years
Acer	Palmatum Kashima	70	8
Acer	Deshojo	70	9

Database extract placed here
Format of the extract is not important

In summary, this should be seen as an opportunity to open new markets, never before dreamed of by the traditional nurseries. If successful, this should lead to increased and persistent company growth in the next few years.

Searching for
Europe > 65
AND 'Years' <10

Check for no widows, orphans or lists or tables which overlap two pages

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2003

CAREER AWARD IN ICT
Standard Level

MARK SCHEME

MODULE: 5191/C

CORE MODULE

Page 1	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5191/C

A. Student

Printout of the second e-mail prepared and ready to send to autoresponder-

Check send to address: **design.h@ucles.org.uk**
Check subject line **ICTCOREX**
Check for attachment present **KUROKI.TXT**
If candidate has attached file **KUROKI.CSV** instead of KUROKI.TXT then allow this

Page 2	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5191/C

A. Student

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<today's date>

A4 page size, Landscape
All margins 3.5 cm
Allow for paper feed inconsistencies with printers –
(the line length must be between 22.5 and 23 cm)

Kuroki Koi

Heading inserted, centre aligned
14 point, bold, underscored
Different font to body text

Rootrainer Trees has diversified during the past financial year and has set up a new business strand called Kuroki Koi. The business deals with ornamental fish called koi carp. The decision to move away from the Rootrainer name was taken in an attempt to add an oriental and authentic facade to this business. The idea was developed by Takeo Ogawa, who is the head of Rootrainer's 'South East Asian Division' which covers all operations in Japan, Thailand, Australia, India and Indonesia.

Takeo had noticed on his recent trips to Europe and America that there was a growing interest in the cultures of many Asian countries. The natural progression from this was to look at opportunities of turning this cultural interest into hard cash. Allied with the business structures set in place by Rootrainer Trees, Takeo has developed 'Kuroki Koi'. The business has been started with two distinct markets identified. The first of these is the elite, highly prized and very profitable koi carp exported from his native Japan to specialist outlets in several locations in the West. These include:

- London
- Paris
- Milan
- Washington
- Seattle

Bullet points
Indented at least 4cm
Accept if start of text indented by 4cm from margin

There are plans to open new outlets (as franchises) in Riyadh, Dubai and Athens during the next twelve months. The second business strand is aimed at the mass market, particularly relating to the English obsession with gardening. Takeo plans to sell directly to over 7000 garden centres within the British Isles in the next two years, and then move into the Netherlands, France, Germany and Spain the year after that. The production of cheaper, 'mass produced' but lower quality koi will require the establishment of fish farms somewhere in Western Europe during the next twelve months.

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A. Student

<today's date>

The location of these farms will depend upon several factors: the host country must be a member of the European Union; the warmer the temperature the more rapidly the fish will grow and therefore have a minimum time from hatching to a marketable product; the population must have some experience of animal husbandry, preferably with fish; and the area must have first class transportation links to ensure less stress on the fish during distribution. Possible locations considered so far are:

There will clearly be a need for major investment in the new fish farms and it is proposed to use the initial profits from the more exclusive koi sales to partially fund this growth. To reduce costs the company will run alongside Ogawa Bonsai and Roottrainer Trees, using the same distribution network and will also use its sister company Ogawa Bonsai to assist in marketing.

Vouchers for Kuroki Koi will be given free with all Ogawa Bonsai trees sold, giving the holder a 10% discount on any koi carp purchased within a 12 month period. This strategy will hopefully encourage people who would not previously have considered a pond and koi carp to adopt a more oriental flavour to their garden. Once hooked - excuse the pun - the more exclusive (and expensive) fish can be sold, generating a self-perpetuating marketplace.

Results of the surveys of preferred koi breeds are included below for the English mass market. The results of this survey were extracted from customers leaving a variety of garden centres identifying the specific koi they would put into a pond if they had one.



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A. Student

<today's date>

Another possible development of this idea would be to introduce specialist koi purchasing trips to Japan, for the discerning customer to hand select their own koi. By arranging a hassle free trip, which includes shipping and quarantining of their selected fish at the appropriate time of year would net a large potential profit. Although the number of customers would be likely to be small, the opportunity for clients to hand select koi in the natural surroundings of the Niigata region should provide the 'chance of a lifetime'. The area selected would probably be Mushigami. If this trip were marketed correctly, the profits should be extensive and on top of the trip costs, charges for the transportation, quarantining and veterinary charges would also be a possibility.

Body text left aligned
10 point
1.5 line spacing

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Page N

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Page orientation portrait

Benigoi Koi

Heading 'Benigoi Koi' at the top
Does not have to be in the header and any alignment is acceptable

<i>Species</i>	<i>Main</i>	<i>Other</i>	<i>Metalic</i>	<i>Rating</i>
Benigoi	Orange	None	Y	62
Benigoi	Red	None	N	45
Benigoi	Red	None	Y	55
Benigoi	Orange	None	N	56

Check data entry of last 3 records
Must be 100% accurate

Sorted in any order

A. Student

Name bottom right of report
Does not have to be at bottom of page

A. Student

<today's date>

Heading 'Koi with Yellow' at the top
Does not have to be in the header

Koi with Yellow

<i>Species</i>	<i>Main</i>	<i>Other</i>	<i>Rating</i>
Ki Bekko	Yellow	Black	32
Ki Utsuri	Black	Yellow	28
Kigo	Yellow	None	58
Kujaku	Yellow	Platinum	43
		<i>Average</i>	40.25

Sorted in ascending order of 'Species'

Only these 4 fields selected
Can be any order or layout

Search Main = Yellow OR
Other = Yellow

Calculated Field
Average Rating calculated
Accept any number of decimal places

A. Student

Name bottom left of report
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Page 7	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5191/C

A. Student

Kuroki Koi

Rootrainer Trees has diversified during the past financial year and has set up a new business strand called Kuroki Koi. The business deals with ornamental fish called koi carp. The decision to move away from the Rootrainer name was taken in an attempt to add an oriental and authentic facade to this business. The idea was developed by Takeo Ogawa, who is the head of Rootrainer's 'South East Asian Division' which covers all operations in Japan, Thailand, Australia, India and Indonesia.

Takeo had noticed on his recent trips to Europe and America that there was a growing interest in the cultures of many Asian countries. The natural progression from this was to look at opportunities of turning this cultural interest into hard cash. Allied with the business structures set in place by Rootrainer Trees, Takeo has developed 'Kuroki Koi'. The business has been started with two distinct markets identified. The first of these

elite, highly prized and very profitable koi carp exported from his native Japan to specialise in several locations in the West. These include:

- London
- Paris
- Milan
- Washington
- Seattle

There are plans to open new outlets (as franchises) in Riyadh, Dubai and Athens during the next twelve months. The second business strand is aimed at the mass market, particularly relating to the English obsession with gardening. Takeo plans to sell directly to over 7000 garden centres within the British Isles in the next two years, and then move into the Netherlands, France, Germany and Spain the year after that. The production of cheaper, 'mass produced' but lower quality koi will require the establishment of fish farms somewhere in Western Europe during the next twelve months.

Heading present
Any alignment, font or point size, is acceptable

Portrait page orientation
All margins 2cm
Allow for paper feed inconsistencies with printers – (the line length must be between 16.75 and 17.25 cm)



Image of any fish inserted
It may also be a lake, pond or ocean picture
Placed top right of page
Graphic area no more than 40% of printed page and no less than 10% of page
Orientation of graphic not important
Text must wrap around all the image

A. Student

<today's date>

The location of these farms will depend upon several factors: the host country must be a member of the European Union; the warmer the temperature the more rapidly the fish will grow and therefore have a minimum time from hatching to a marketable product; the population must have some experience of animal husbandry, preferably with fish; and the area must have first class transportation links to ensure less stress on the fish during distribution. Possible locations considered so far are:

La Roda	Spain	Warm
Whitstable	England	Close to market
Emmen	Netherlands	Natural lakes
Toulouse	France	Warm, good transport
Crawley	England	Close to market

Table inserted here
100% accuracy in all data entry needed

There will clearly be a need for major investment in the new fish farms and it is proposed to use the initial profits from the more exclusive koi sales to partially fund this growth. To reduce costs the company will run alongside Ogawa Bonsai and Roottrainer Trees, using the same distribution network and will also use its sister company Ogawa Bonsai to assist in marketing.

Vouchers for Kuroki Koi will be given free with all Ogawa Bonsai trees sold, giving the holder a 10% discount on any koi carp purchased within a 12 month period. This strategy will hopefully encourage people who would not previously have considered a pond and koi carp to adopt a more oriental flavour to their garden. Once hooked - excuse the pun - the more exclusive (and expensive) fish can be sold, generating a self-perpetuating marketplace.

Results of the surveys of preferred koi breeds are included below for the English mass market. The results of this survey were extracted from customers leaving a variety of garden centres identifying the specific koi they would put into a pond if they had one.

Species	Rating
Kohaku	92
Hi Utsuri	76
Tancho Sanke	67
Ogon	64
Benigo	62
Shiromuji	62
Hi Showa	62
Ogon	60
Chagoi	60

Database extract placed here
Format of the extract is not important

Searching for
Rating > = 60

Sorted descending on
Rating

Only these 2 fields selected
Can be arranged in any order or layout

Another possible development of this idea would be to introduce specialist koi purchasing trips to Japan, for the discerning customer to hand select their own koi. By arranging a hassle free trip, which includes shipping and quarantining of their selected fish at the appropriate time of year would net a large potential profit. Although the number of customers would be likely to be small, the opportunity for clients to hand select koi in the natural surroundings of the Niigata region should provide the 'chance of a lifetime'. The area selected would probably be Mushigami. If this trip were marketed correctly, the profits should be extensive and on top of the trip costs, charges for the transportation, quarantining and veterinary charges would also be a possibility.

Check for no widows, orphans, lists or tables which overlap two pages

Body text fully justified 12 point
Single line spacing