

Pearson BTEC Level 3 Nationals Extended Diploma

January 2019

Paper Reference **21405J**

Sport

Unit 22: Investigating Business in Sport and the Active Leisure Industry

Part A

You do not need any other materials.

Instructions

- Your Unit 22 assessment task contains two parts.
- **Part A** is specific to each series and this material must only be issued to learners who have been entered to undertake the task in the relevant series.
- We suggest that you spend no more than six hours independently conducting your research and making notes.
- You can take a maximum of four A4 sides of your research notes into the supervised assessment session (**Part B**).
- In **Part B**, you will be issued with supplementary stimulus information building on the case study information in **Part A**.
- In **Part B**, you will have three hours under supervised conditions specified by Pearson to respond to the task.
- Do not return research notes or **Part A** to Pearson.
- **Part B** should be kept securely until the start of the three-hour supervised assessment period.

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Instructions to Teachers/Tutors

This paper must be read in conjunction with the unit information in the specification and the BTEC Nationals Instructions for Conducting External Assessments (ICEA) document. See the Pearson website for details.

Learners have six hours from the release date and before the supervised assessment (**Part B**) to carry out research.

This can be done across multiple sessions.

Learners will be expected to conduct research over a maximum of six hours. Up to four sides of A4 notes (minimum font size 11) can be taken into the supervised assessment (**Part B**).

Teachers/tutors cannot give any support to learners during the production of the notes and the work must be completed independently by the learner.

Part B is taken under supervision in a single session of three hours on the timetabled date.

Learner notes related to **Part A** must be checked to ensure length and contents comply with the requirements.

Learner notes will be retained securely by the centre after **Part B** has been undertaken and may be requested by Pearson if there is suspected malpractice.

Guidance for Learners

Read **Part A** information carefully as this contains the information you will need to prepare for **Part B**.

You will need to carry out your own research.

You will then be given **Part B** to complete under supervised conditions.

You must work independently and should not share your work with other learners.

Your teacher/tutor cannot give you feedback during the completion of **Part A** and **Part B**.

Part A Instructions

You have to prepare notes in response to the information provided in the case study in **Part A**.

The notes can be handwritten or typed and must contain bullet points and not extended answers. Other content is not permitted.

Part A Case Study

In preparation for **Part B** you will research **personal training businesses that focus on health and fitness**.

Your research should include:

- business operations
- facilities
- products and services
- demographics.

Please check the examination details below before entering your candidate information

Candidate surname

Other names

Centre Number

Learner Registration Number

Pearson BTEC
Level 3 Nationals
Extended Diploma

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Tuesday 8 January 2019

Time: 3 hours

Paper Reference **21405J**

Sport

**Unit 22: Investigating Business in Sport and the Active
Leisure Industry**

Part B

You must have:

Your research notes from **Part A** (maximum four A4 sides)
Calculator

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** activities in the spaces provided
– *there may be more space than you need.*
- Do not return research notes or **Part A** to Pearson.

Information

- The total mark for this paper is 64.
- The marks for **each** activity are shown in brackets
– *use this as a guide as to how much time to spend on each activity.*
- A calculator may be used.

Advice

- Read each activity carefully before you start to answer it.
- Try to answer every activity.
- Check your answers if you have time at the end.

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Important Information

Refer to your research notes from **Part A** to complete **Part B**. You cannot access the internet or any other resources during the supervised assessment period.

You must plan your time and work independently throughout the three-hour supervised assessment period.

You will complete **Part B** under supervision and your work will be kept securely during any breaks taken.

You must not share your work with other learners.

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Part A Case Study

In preparation for **Part B** you will research **personal training businesses that focus on health and fitness**.

Your research should include:

- business operations
- facilities
- products and services
- demographics.

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Part B Set Task Information

iAMfitness

Business operations

iAMfitness was established in 2017 and is a sole trader business. iAMfitness offers personal training sessions focusing on weight management. The owner of the business has 15 years' experience and qualifications including:

- Degree in Strength and Conditioning
- Personal Trainer
- Nutrition and weight management
- Exercise referral/GP referral schemes
- Exercise for specific groups (specialising in exercise for pregnant women).

The owner teaches in a college from Monday to Friday, 09.00–17.00, and delivers iAMfitness sessions outside of these working hours.

Facilities

One-to-one sessions take place either in clients' homes or using the local park.

Group sessions take place in a small studio and can accommodate 20 people. It costs £15.00 per hour to hire the studio.

iAMfitness has the following equipment:

- kettlebells
- boxing (pads/gloves)
- resistance bands
- speed and agility ladders.

All equipment is provided by iAMfitness for one-to-one sessions.

Products and services

During the first personal training session, an initial health assessment takes place. This includes an assessment of body mass index (BMI), blood pressure (BP), body fat analysis and cholesterol levels.

One-to-one personal training sessions last 45 minutes and cost £30.00.

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The following slots are available throughout the week for one-to-one sessions.

Day	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Morning (am)	06.30–07.15		06.30–07.15		06.30–07.15	10.00–10.45 11.15–12.00 12.45–13.30	
Evening (pm)	18.30–19.15 19.45–21.00	Group* 19.00–20.00	18.30–19.15 19.45–21.00	18.30–19.15 19.45–21.00			

*Group sessions – weight management (cardio) – 20 places available (females only) £7.50 per person.

iAMfitness offers 'Virtual Online Coaching' where clients pay £30.00 a month to access training videos/sessions that they can do at home.

iAMfitness also has a very well developed social media account and the website includes testimonials from previous clients (before and after pictures and videos).

Payments and bookings can be made through the website.

Demographics

iAMfitness is based in the local town with the following demographic:

Age	Male	Female
0–10	2150	2028
11–19	2023	2114
20–29	2089	2114
30–39	2459	2200
40–49	3914	4045
50–59	5020	4308
60–69	5061	4942
70 +	4864	4362
Total	27580	26113

iAMfitness works with 10 regular customers for one-to-one sessions, and group classes are fully booked each week. The majority of clients are from the 30–49 female demographic age range.



World Fitness

Business operations

World Fitness is a large, well-established franchise that has chains throughout the UK, with a branch in the local town.

Facilities

World Fitness has a wide range of facilities including:

- resistance machines
- three fitness studios
- fitness clothing and equipment shop
- pool and spa facilities
- children's play/crèche
- cafe and juice bar.

Products and services

World Fitness employs 10 full-time personal trainers who specialise in a range of fitness goals including:

- injury prevention and rehabilitation
- strength and conditioning
- flexibility and core strength
- obesity and diabetes prevention
- nutrition and weight management.

(One-to-one personal training sessions are £30.00 for 45 minutes.)

World Fitness offers classes in:

- studio cycling
- circuit training
- yoga and pilates.

(All of the above classes are included in the price of the membership.)

World Fitness membership is £65.00 a month and there are group, family and corporate membership offers. The centre also has sports therapy and physiotherapy available on-site (additional cost).

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Demographics

World Fitness is based in the same local town as iAMfitness with the following demographic:

Age	Male	Female
0-10	2150	2028
11-19	2023	2114
20-29	2089	2114
30-39	2459	2200
40-49	3914	4045
50-59	5020	4308
60-69	5061	4942
70 +	4864	4362
Total	27580	26113



Set Task

You must complete ALL activities.

Produce a business summary by completing the following activities. You will need to refer to the task information and your research notes on personal training businesses.

Activity 1. Review of business information

Review the current business status of iAMfitness using the details provided in the set task information. You should consider:

- the purpose
- the data
- your research of the sport and active leisure industry.

(Total for Activity 1 = 16 marks)

Activity 2. Business model analysis

Using the SWOT **or** PESTLE business model, analyse the factors that are currently affecting iAMfitness.

(Total for Activity 2 = 16 marks)

Activity 3. Recommendations

Recommend how iAMfitness can develop and market itself.

You should consider:

- customer groups
- trends in the industry
- the needs of the business.

(Total for Activity 3 = 20 marks)

Activity 4. Justification

Justify your recommendations for iAMfitness in relation to:

- World Fitness and other personal training businesses
- the wider business context in the sport and active leisure industry.

(Total for Activity 4 = 12 marks)

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Task and answer book

Please do not write answers outside the spaces provided.

You must complete all activities in this taskbook.

Activity 1. Review of business information

Review the current business status of iAMfitness using the details provided in the set task information.

You should consider:

- the purpose
- the data
- your research of the sport and active leisure industry.

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(Total for Activity 1 = 16 marks)



Activity 2. Business model analysis

Using the SWOT **or** PESTLE business model, analyse the factors that are currently affecting iAMfitness.

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(Total for Activity 2 = 16 marks)



Activity 3. Recommendations

Recommend how iAMfitness can develop and market itself.

You should consider:

- customer groups
- trends in the industry
- the needs of the business.

(20)

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(Total for Activity 3 = 20 marks)



Activity 4. Justification

Justify your recommendations for iAMfitness in relation to:

- World Fitness and other personal training businesses
- the wider business context in the sport and active leisure industry.

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(Total for Activity 4 = 12 marks)

TOTAL FOR TASK = 64 MARKS

