



BSBTWK401

Build and maintain business relationships

Assessment 2 of 4

Project



Assessment Instructions

Task overview

This assessment task is divided into six [6] activities. Read each question carefully before typing your response in the space provided.

Additional resources and supporting documents

To complete this assessment, you will need:

- *Fusion Graphix Corporate Marketing Plan*
- *Fusion Graphix Networking Policy and Procedure*



Assessment Information

Submission

You are entitled to three [3] attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment [e.g. allowing additional time]
- the evidence gathering techniques [e.g. oral rather than written questioning, use of a scribe, modifications to equipment]

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.



Please consider the environment before printing this assessment.

Case study

Fusion Graphix is a Graphic Design Studio that offers B2B graphic design, web design and marketing services.

Fusion Graphix is preparing to launch a new service product to prospective and existing clients. In addition to providing graphic design, web design and marketing services, Fusion Graphix will also offer marketing training via online workshops. This will also provide networking opportunities and help to establish, build and maintain business relationships.

For the purpose of this assessment, you will play the role of Lionel Boyle, the Marketing Manager of Fusion Graphix.

Your role is to support the strategic objective to increase market share in the regional areas of Dubbo, Orange, and Coffs Harbour, specifically fruit and vegetable producers. Your role includes networking which you will need to do through a series of complimentary marketing literacy training events. You will also need to access and read the following documents:

- *Fusion Graphix Corporate Marketing Plan*
- *Fusion Graphix Networking Policy and Procedure*

Contacts to engage with:

Vic Gomez – Fruit producer in Orange:

- **Background**

Vic is a third-generation fruit grower in Orange who specialises in stone-fruit orchards. Vic has no formal business qualifications and is keen to improve his marketing literacy but does not want to attend formal training. Vic is on a tight budget.
- **Clientele**

10 customers in the Orange region.
- **Networking objectives**
 - To expand to 15 customers in the Orange area within the next 6 months through local networking events
 - To find free marketing training or support to increase his skills.

Ash Wong – Events Manager of the Orange Chamber of Commerce

- **Background**

Ash has worked at the Orange Chamber of Commerce as the Events Manager for two years. The Chamber of Commerce wants to increase its membership of fruit producers, which has traditionally been low. The Orange Chamber of Commerce sponsors many local businesses (e.g., agricultural field days, sporting events and prizes) and finds this a successful way to bring in new members.
- **Clientele**

20 local businesses situated within the urban areas of Orange. Currently, they have only one fruit producer from the Orange area.
- **Networking objectives**
 - To expand membership across all industries
 - To expand membership within the non-urban areas of Orange and rural industries, including fruit producers
 - To collaborate with organisations targeting fruit producers

Activity 1

a) Read the *Fusion Graphix Corporate Marketing Plan* and identify:

- two [2] business development objectives
- two [2] networking objectives
- two [2] networking opportunities

Assessor Instructions: Students must demonstrate that they can identify two [2] business development objectives, two [2] networking objectives and two [2] networking opportunities that Fusion Graphix aims to fulfil. Learner responses must be based on the *Fusion Graphix Corporate Marketing Plan*.

A sample answer is provided below.

Business Development Objectives	Networking Objectives	Networking opportunities
<<Insert your response here>> <ul style="list-style-type: none"> • Offer a new service, providing marketing literacy and professional development training. • Run at least 6 complimentary marketing literacy training events in the next financial year. 	<<Insert your response here>> <ul style="list-style-type: none"> • Strengthen business relationships with fresh fruit and vegetable produce companies within the Dubbo, Orange, and Coffs Harbour regions. Increase engagement from 2 to 10 in the next financial year. • Increase the use of collaborative technologies to reduce costs associated with meetings and improve internal and external methods of digital communication and networking. 	<<Insert your response here>> <ul style="list-style-type: none"> • Use social media or digital technologies such as Email and Skype in networking activities. • Attend conferences and events. • Attend formal networking events. • Join informal networking groups.

b) Choose one [1] Business development objective and one [1] Networking objective you identified in the table above and explain how you will execute the objective within your own role in the space provided below.
[Approx. word count: 50 – 60words]

Assessor instructions: Students must choose one [1] Business objective and one [1] Networking objective identified in Activity 1a and explain how they will execute each objective with their own role. Their responses need to

- Align with the word count
- Relate to Fusion Graphix Business and Networking objectives, their own role as the Marketing Manager and the information provided about the role in the case study.

<<Insert your response here>>

Activity 2

In your own words, identify three [3] barriers that could hinder the business development opportunities for Fusion Graphix. The barriers should include internal and external barriers. To answer this question, it is recommended to use your learning material.

Assessor Instructions: Students must demonstrate the ability to identify internal and external barriers that relate to Fusion Graphix. In their learning material, there are lists provided for internal and external barriers. The barriers included in the sample answer align with Fusion Graphix's development opportunities, and therefore, student responses must come from the sample answer below.

A sample answer is provided below.

<<Insert your response here>>

Internal barriers

- **Poor management:** Managers who lack leadership skills do not effectively motivate employees. This can lead to employees lacking direction or having a vague understanding of Fusion Graphix's objectives. This may include staff increasing their networking efforts and organising marketing literacy workshops.
- **Lack of resources:** Fusion Graphix may not have enough financial resources to market their new marketing literacy training services effectively or to pay for hiring venues and providing refreshments.
- **Lack of strategy:** Managers may be too busy thinking about the day-to-day operations instead of looking at the big picture which includes increasing their market exposure through networking events and marketing literacy training. The objectives and targets set might also not be reasonable or realistic enough.
- **Low productivity:** Employees may also lack the necessary knowledge, skills, and resources to increase their networking efforts or to network effectively. The established systems, procedures, and processes may also be inefficient and counterproductive.
- **Ineffective marketing:** Fusion Graphix's marketing strategy might not be working. Marketing efforts may not be reaching the intended audience (current and potential clients including fruit and vegetable growers or are not compelling enough to convince them to attend the marketing literacy training workshops).

External barriers

- **Saturated market:** There may already be too many competitors offering the same products and services provided by Fusion Graphix in the market. This may include local organisations that can offer marketing literacy training at a much cheaper rate because they are subsidised by the Australian government and already have their own training premises.
- **Negative press:** News outlets and social media may be harming Fusion Graphix and the financial services sector more generally. Negative press about financial planning will make customers wary of Fusion Graphix and hesitant to buy their products or services including marketing literacy training.
- **High taxes:** Fusion Graphix may struggle to pay taxes and contributions if revenue from sales is not enough. This may impact available funds to promote and deliver free marketing literacy training.
- **Aggressive competitors:** Competitors may be expanding their business or increasing their marketing efforts in order to drive more customers towards them.
- **Struggling economy:** Recessions can slow down the business's growth. Investors may become uncertain, and customers may lack the resources to buy Fusion Graphix products and services.

Activity 3

List three (3) points you would consider when you are responsible for planning, sequencing, and implementing tasks when maintaining business networks.

Assessor Instructions: Students must demonstrate they are aware of responsibilities when planning, sequencing, and implementing tasks required to build and maintain networks.

A sample answer is provided below.

<<Insert your response here>>

Student responses must come from the list below:

- Scheduling time to contact your network.
- Engage stakeholders.
- Identify appropriate resources.
- Have a project plan including the sequence of activities, timelines, and responsibilities.
- Apply time management skills.
- Plan and carry out tasks in a logical manner.
- Select appropriate support from others.
- Seek feedback and update your plan where required.

Activity 4

You need to send two [2] emails, one to Vic and one to Ash (refer to the case study), using the template below. In your email, you will need to address the following:

- Introduce yourself, your goal, and your interest in networking to promote and support local businesses
- Propose possible future mutual benefits of collaborating together
- Seeks an opportunity to meet virtually
- Suggest two [2] options regarding your availability to meet
- Establish rapport through appropriate written communication

This is an informal first connection with the contacts, so the language used needs to be informal too.

[Approx. word count per email: 100 – 150 words]

Assessor instructions: Students must send two [2] emails following the instructions provided. Students' words will vary, but their responses need to reflect the content provided in the sample answer.

Sample answers are provided below.



Email Template

To:	Vic Gomez, Fruit Producer <<Add name(s) and position title of main email recipients here>>
From:	Lionel Boyle, Marketing Manager <<Add your name and position title here>>
CC:	<<Add names and position titles of carbon copy email recipients here>>
Date/time:	23.11.22, @11:30 a.m. <<Add the time and date of the email here>>
Subject:	Networking Opportunity <<Add the subject of the email here>>
Attachments:	<<Add the name of any attachments here>>

Dear <<Add email recipient(s) name here>>,

<<Add message here>>

Sample answer:

Dear Vic,

My name is Lionel Boyle, and I am the Marketing Manager at Fusion Graphix.

I am contacting you as I would like to introduce Fusion Graphix and express our interest in networking to promote and support local businesses and, more specifically, fruit and vegetable producers.

I think collaboration can be very beneficial for both of us. Fusion Graphix offers a series of complimentary marketing literacy training events that can help you expand your clientele and create awareness of your business.

If you are interested in discussing this opportunity further, below I have two suggested dates and times to organise our meeting:

- 1. Tuesday, 11.11.22. at 2:30 pm*
- 2. Wednesday, 12.11.22. at 11:30 pm.*

If neither of the two suggestions is suitable, feel free to provide me with an alternative date and time.

I am looking forward to hearing back from you.

Regards,

Lionel Boyle

Marketing Manager

Regards,

<<Add your name here>>

<<Add your job position here>>

 Fusion Graphix

1 King Street, Sydney, NSW 2000

Phone: 02 987 654



Email Template

To:	Ash Wong, Events Manager of the Orange Chamber of Commerce <<Add name(s) and position title of main email recipients here>>
From:	Lionel Boyle, Marketing Manager <<Add your name and position title here>>
CC:	<<Add names and position titles of carbon copy email recipients here>>
Date/time:	23.11.22, @11:30 a.m. <<Add the time and date of the email here>>
Subject:	Networking Opportunity <<Add the subject of the email here>>
Attachments:	<<Add the name of any attachments here>>

Dear <<Add email recipient(s) name here>>,

<<Add message here>>

Dear Ash,

My name is Lionel Boyle, and I am the Marketing Manager at Fusion Graphix.

I am contacting you as I would like to introduce Fusion Graphix. Fusion Graphix's strategic objective is to increase market share in the regional areas of Dubbo, Orange, and Coffs Harbour, specifically fruit and vegetable producers.

I think collaboration can be very beneficial for both of us as the Chamber of Commerce wants to increase its membership of fruit producers as well.

If you are interested in discussing this opportunity further, below I have two suggested dates and times to organise our meeting:

- 1. Tuesday, 11.11.22. at 2:30 pm*
- 2. Wednesday, 12.11.22. at 11:30 pm.*

If neither of the two suggestions is suitable, feel free to provide me with an alternative date and time.

I am looking forward to hearing back from you.

Regards,

Lionel Boyle

Marketing Manager

Regards,

<<Add your name here>>

<<Add your job position here>>



1 King Street, Sydney, NSW 2000

Phone: 02 987 654

Activity 5

You need to participate in a role play with Vic and Ash. The purpose of the meeting is to develop new business relationships that could mutually benefit each other. You will play the role of Lionel Boyle, Marketing Manager at Fusion Graphix.

This meeting should be conducted as a formal business discussion, with language appropriate for the occasion.

Clientele

52 clients of which only 2 are fruit and vegetable growers in the Orange area.

Networking objectives

- To increase number of fruit and vegetable growers to this to 5 in the Orange area.
- To promote the complimentary marketing literacy training events as a networking opportunity
- To find a suitable venue in Orange to run the marketing literacy training event and a sponsor for refreshments in Orange.

During your meeting, you will need to:

- Come to the meeting with 1 idea for each attendee (Vic and Ash) of what you could offer to the networking relationship and how you might collaborate
- Discussed and developed strategies as a team to promote and support each other and foster new business relationships. This would include the following:
 - The use of persuasive language and appropriate non-verbal features to achieve mutually acceptable outcomes
 - The use of communication techniques to establish rapport with business contacts
 - The use of active listening and questioning techniques to confirm understanding

- Engaged with business contacts using verbal communication to promote business opportunities

The meeting must not exceed 15 minutes in duration.

Assessor instructions: Students must participate in a role play with two [2] others following the role play instructions below.

Ideas that the students could come up with:

- provide three [3] free marketing sessions to fruit growers
- sponsor the next Chamber of Commerce breakfast meeting

Role play instructions

In this task, you will participate in a role/play meeting with two [2] others. These may be sourced using one of the following options:

- peers who you are already working with, in the industry your qualification relates to.
- fellow students who will play the role of the stakeholders. Please contact your fellow students via the Discussion Forum and coordinate your role play with them directly.

The role play/meeting must not exceed 15 minutes in duration and must address all elements of the Observation Checklist below.

If you are unable to find participants to play the role of the other team members, contact your assessor via the Discussion Forum who will discuss options for pairing up with other students to complete this task.

Option 1: Peer participants

Should you complete this task with your peers, you must fully brief all participants, providing them with the context of the role play/meeting, a role outline to play and a copy of the observation checklist so that they can prepare for the recording.

Peers will need to state their name and job title at the start of the recording to inform consent.

Option 2: Fellow student participants

Fellow students participating in the recording must be provided with context to their role and responsibilities in the session and have reviewed the assessment activity and observation checklist so that they can prepare for the recording.

Students will need to state their name and that they are a student (as their job title) at the start of the recording to inform consent.

Participants' briefing instructions:

Vic Gomez – Fruit producer in Orange:

- **Background**

Vic is a third-generation fruit grower in Orange who specialises in stone-fruit orchards. Vic has no formal business qualifications and is keen to improve his/her marketing literacy but does not want to attend formal training. Vic is on a tight budget.

- **Clientele**

10 customers in the Orange region.

- **Networking objectives**

- To expand to 15 customers in the Orange area within the next 6 months through local networking events
- To find free marketing training or support to increase his skills.

Vic Gomez could:

- provide fruit platters at the Fusion Graphix training events
- speak at the next Chamber of Commerce meeting on how they have introduced new sustainability measures related to water usage in their orchards.

Ash Wong – Events Manager of the Orange Chamber of Commerce

- **Background**

Ash has worked at the Orange Chamber of Commerce as the Events Manager for two years. The Chamber of Commerce wants to increase its membership of fruit producers, which has traditionally been low. The Orange Chamber of Commerce sponsors many local businesses (e.g., agricultural field days, sporting events and prizes) and finds this a successful way to bring in new members.

- **Clientele**

20 local businesses situated within the urban areas of Orange. Currently, they have only one fruit producer from the Orange area.

- **Networking objectives**

- To expand membership across all industries
- To expand membership within the non-urban areas of Orange and rural industries, including fruit producers
- To collaborate with organisations targeting fruit producers

Ash Wong could:

- Sponsor fruit producer stand at next agricultural show
- Provide venue for Fusion Graphix training events

Recording instructions

Your role play must be recorded with all participants captured in a virtual room using a system such as Zoom, Skype or Teams.

Consent to participate in the recording must be captured for all participants at the start of the meeting. This is achieved by the student reading the following statement at the start of the recording, with all participants replying with their name and job title to inform consent.

"This session/presentation is being recorded for assessment purposes for my course with Swinburne Open Education. This session will be recorded and submitted through my course online learning platform to my Assessor for grading. All participant/s in this session indicate their consent to be included in this recording by stating their name and job title."

The time taken to capture consent at the start of the recording does not count towards the recording time limit.

Include this recording as part of your assessment submission.

ASSESSOR OBSERVATION CHECKLIST

Students are required to upload a video of themselves, and two (2) others engaged in a short meeting.

The participants must be fully briefed as outlined in the role play instructions.

The meeting should be a maximum of 15 minutes.

Students must demonstrate each of the performance criteria outlined in the observation checklist below.

ACTIVITY	SATISFACTORY YES / NO	ASSESSOR COMMENTS		
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Task checklist

Did the student:				
<ul style="list-style-type: none"> Come to the meeting with 1-2 ideas of what they could offer to the networking relationship and how they might collaborate? 				
<ul style="list-style-type: none"> Discuss and develop strategies as a team to promote and support each other and foster new business relationships? 				

<ul style="list-style-type: none"> Engage with business contacts using verbal communication to promote business opportunities? 				
Skills checklist				
Did the student discuss and develop strategies that include:				
<ul style="list-style-type: none"> The use of persuasive language and appropriate non-verbal features to achieve mutually acceptable outcomes 				
<ul style="list-style-type: none"> The use of communication techniques to establish rapport with business contacts 				
<ul style="list-style-type: none"> The use of active listening and questioning techniques to confirm understanding 				

Activity 6

You need to send two [2] emails, one to Vic and one to Ash, using the template below. In your email, you will need to address the following:

- Thank your business contacts for their time in the meeting
- Express your desire to meet again and network further
- Use appropriate written communication to maintain the business relationship
- Use informal language along with appropriate vocabulary, layout, and grammatical structure

[Approx. word count per email: 40 – 60 words]

Assessor instructions: Students must send two [2] emails following the instructions provided. Students' words will vary, but their responses need to reflect the content provided in the sample answer.

Sample answers are provided below.



Email Template

To:	Vic Gomez, Fruit Producer <<Add name(s) and position title of main email recipients here>>
From:	Lionel Boyle, Marketing Manager <<Add your name and position title here>>
CC:	<<Add names and position titles of carbon copy email recipients here>>
Date/time:	23.11.22, @11:30 a.m. <<Add the time and date of the email here>>
Subject:	Networking Opportunity <<Add the subject of the email here>>
Attachments:	<<Add the name of any attachments here>>

Dear <<Add email recipient(s) name here>>,

<<Add message here>>

Sample answer:

Dear Vic,

I would like to thank you for your time. It was great meeting you, and I feel all parties added a lot of value and support to one another.

I am looking forward to meeting again and networking further.

Regards,

Lionel Boyle

Marketing Manager

Regards,

<<Add your name here>>

<<Add your job position here>>

 Fusion GraphiX

1 King Street, Sydney, NSW 2000

Phone: 02 987 654



Email Template

To:	Ash Wong, Events Manager of the Orange Chamber of Commerce <<Add name(s) and position title of main email recipients here>>
From:	Lionel Boyle, Marketing Manager <<Add your name and position title here>>
CC:	<<Add names and position titles of carbon copy email recipients here>>
Date/time:	23.11.22, @11:30 a.m. <<Add the time and date of the email here>>
Subject:	Networking Opportunity <<Add the subject of the email here>>
Attachments:	<<Add the name of any attachments here>>

Dear <<Add email recipient(s) name here>>,

<<Add message here>>

Dear Ash,

I would like to thank you for your time. It was great meeting you, and I feel all parties added a lot of value and support to one another.

I am looking forward to meeting again and networking further.

Regards,

Lionel Boyle

Marketing Manager

Regards,

<<Add your name here>>

<<Add your job position here>>



1 King Street, Sydney, NSW 2000

Phone: 02 987 654

Assessment checklist:

Students must have completed all questions within this assessment before submitting. This includes:

Assessment 2		
1	Activity 1	<input type="checkbox"/>
2	Activity 2	<input type="checkbox"/>
3	Activity 3	<input type="checkbox"/>
4	Activity 4	<input type="checkbox"/>
5	Activity 5	<input type="checkbox"/>
6	Activity 6	<input type="checkbox"/>



Congratulations you have reached the end of Assessment 2!

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