

## Assessor Marking Guide

<b>Programme Name</b>	<b>Health and Fitness Coach (Personal Trainer) (Level 4)</b>	
<b>Assessment Number</b>	<b>1 of 1</b>	
<b>Assessment Title</b>	<b>PT Business Plan</b>	
<b>Course Number</b>	<b>Module 5</b>	<b>Version 1 Level 4 Credit 10</b>
<b>Course Title</b>	<b>PT as a Business</b>	

*Internal feedback related to design of assessment tools should be submitted via the online Continuous Improvement Form (eCIF).*

**This assessment leads to the following graduate profile and learning outcomes.**

<b>NZQA GPO</b>	<b>Learning Outcome</b>	<b>Task #</b>
GPO 6. Use marketing and business tools and techniques to support business practices as an exercise professional. (10 credits)	6.1 Produce a business plan relevant to a personal training programme, showing evidence of budgeting skills, awareness of tax responsibilities and deductions, legislation, and relevant marketing strategies (including social media). (7 credits)	Task 1-4
	6.2 Demonstrate an awareness of their business target markets and the use of appropriate selling techniques for relevant products and services. (2 credits)	Task 3
	6.3 Demonstrate an awareness of the client consultation process and techniques to maximize client satisfaction. (1 credit)	Task 5

<b>NZQF Level 4 Descriptors</b>	
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Broad operational and theoretical knowledge in a field of work or study</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>Select and apply solutions to familiar and sometimes unfamiliar problems.</li> <li>Select and apply a range of standard and nonstandard processes relevant to the field of work or study.</li> </ul>
<b>Application</b>	<ul style="list-style-type: none"> <li>Self-management of learning and performance under broad guidance.</li> <li>Some responsibility for performance of others.</li> </ul>

### ADMINISTRATION

**Assessors are required to provide feedback to students:**

- Constructive feedback to the student must be documented within assessment evidence. Including where resubmission is required.
- Notes on demonstrated performance and application of skills, knowledge, attributes; future improvement/development planning e.g. task management, study skills; relationship to other programme content and use in career.

**Student evidence must be assessed against all specified criteria to meet learning outcomes.**

- Any adaption in assessment methods must be documented and attached to the assessment by the assessor (where deemed necessary to be fair and transparent in relation to student's specified needs).
- Assessment Pack Cover should be dated and signed by assessor when the student has received the final result.

- Assessment opportunities must be indicated accurately.  
Where any practical criteria are not achieved, an additional practical sheet must be used for reassessment for all practical outcomes and attached to this assessment pack. Refer to Assessment opportunities policy for additional detail.
- The student must sign the post-assessment agreement after receiving final result.
- It is the Assessors responsibility to ensure all relevant documentation is included in the assessment prior to reporting and filing.
- Samples of assessments will be forwarded to internal and/or external parties for moderation as required.

Where appropriate **sample answers and or exemplars** may be included: Sample answers are a guide only providing an example of the sufficiency of qualitative and quantitative evidence the assessor could expect to see.

<b>MARKING SCHEDULE</b>	
<i>Give feedback to student on successes, for N add a note to the student on here or on their assessment evidence (e.g. in Turnitin) about how to improve for resubmission.</i>	
<b>Task Evidence</b>	<b>Achievement Criteria / Judgement</b>
Task 1	<p>Detailed business overview covering a) to e) and appropriate to the word count (300-600 words).</p> <p>Basic details provided, business name and type of business.</p> <p>The product and/or service being sold is explained. <b>Minimum of ONE product or service is explained.</b></p> <p>The target market is explained. <b>Minimum of ONE target market is identified and explained</b></p> <p>A vision statement is provided linking to the product/service and target market.</p> <p>THREE SMART goals are provided linking to the product/service, the target market, and the vision statement. <b>Goals are written with all aspects of the SMART acronym explained clearly</b></p>
Task 2	<p>Word count is met.</p> <p>a) 6 Month financial forecast provided, including income, business and personal expenses, and tax allocation. <b>Forecast can be provided in weekly or fortnightly format. Must include 6 months of realistic predictions including all income and expenses.</b></p> <p>b) Tax obligations provided and explained in relation to NZ legislation <b>Answers provided include base income tax, ACC payments, Health and Safety and employee PAYE if required.</b></p>
Task 3	<p>Word count is met.</p> <p>a) Student brand outlined including TWO unique selling points provided <b>TWO selling points are linked to the students' business overview.</b></p> <p>b) FOUR marketing methods provided, with at least ONE being linked to social media <b>These can be but not limited to email marketing, direct selling, social media marketing, referrals, go to local meet ups, or use fitness technology.</b></p> <p>c) FOUR questions and answers designed and provided that can be used to help sell the product/service <b>Questions provided can be used to promote various aspects of the business to help sell the main products/services.</b></p>
Task 4	<p>Word count is met.</p> <p>a) Main competitors identified and provided</p>

	<p>Competitors provided must offer similar product or service that the student has developed.</p> <p>b) Strengths and Weaknesses of ONE competitor provided and explained</p> <p>c) Products and services of ONE provider identified and provided</p>
Task 5	<p>Word count is met.</p> <p>THREE processes or techniques provided and explained to support client satisfaction including one covering client consultation.</p> <p>Processes or techniques provided and explained to show how they would engage with customers and provide customer satisfaction. These could be, but not limited to; customer surveys, sales and discount, exclusive access to other products/services, and loyalty program.</p>

Assessor only resource