

Higher BM Assignment – how to secure the best mark possible!

Section 1 – The Introduction



Introduction – Exemplar – 2 marks

- Section 1 – the introduction
- Worth 2 marks
- Due in to Mrs Forrester / Ms Lynch on Monday 27th February.
- Preferably typed and emailed or printed:
- Lforrester@hyndland-sec.glasgow.sch.uk

Introduction – 2 marks

- Typed – approximately 8-12 lines – no more than 15 lines maximum.
- Typed (font size 12).

Introduction – 2 marks

What it should include:

Lines 1 or 1-2

- The purpose of the report – what topic and what you are going to look at! This should be the first line or 2 of your introduction.
- Start with ‘the purpose of this report is to investigate....’

Introduction – 2 marks

Lines 2-5:

- The type of analytical tool you are going to use – start with ‘In order to write this report I am going to carry out a ... in order to find out.

(This could be a SWOT analysis or Competitor Analysis or Price Comparison tables or PESTEC)

Introduction – 2 marks

Lines 5-6:

- I have chosen to investigate this business and topic because...

Introduction – 2 marks

Lines 7-12:

- Some background information about the company you have chosen.
- Date opened / what it does / statistics of sales / position in the market etc.

Introduction – Exemplar – 2 marks

- The purpose of the report is to assess the impact external factors have on Volkswagen (**PURPOSE**) using SWOT Analysis in order to come up with a course of action that will allow the organisation to improve their yearly profits.
- Volkswagen is a very well-known car manufacturer spread throughout the world, which was founded in Germany. (**BACKGROUND**) They offer a variety of different models which range in price, however, the car manufacturer has had a problem with the level of carbon dioxide emission coming from the cars.

Introduction – Exemplar – 2 marks

- In 2015, Volkswagen had reportedly fallen to a net loss of €2.5 billion just as the carbon emission scandal was being introduced to the world.
- External factors, which are out of control of the business, have been a leading cause of the fall in profits and by using SWOT analysis it will be easy to see where the business is doing well and where the business is not doing well and what has had an impact on Volkswagen's sales **(USING ANALYTICAL TOOL).**

Getting this right and securing 2/2

- Use this powerpoint!
- Look at the pack of exemplar reports given to you in the Airlie Theatre in your assignment folder.
- Keep it concise and structured.
- Hand in on time so we can redraft if necessary!