

Assessment highlights insights

from Berenice Furlong, Principal Education Officer for Business

Q Why was this student response selected for Assessment highlights?

A Emerly has provided an exceptional feasibility report that assesses potential solutions to a business situation and determines which of these are viable for further analysis.

Q How has the student effectively responded to the school's assessment instrument and demonstrated the qualities of the top performance-level descriptors (PLDs) of the instrument-specific marking guide?

A Emerly has accurately recognised significant and relevant business facts and characteristics and provided comprehensive descriptions of the business environment and situation relating to repositioning a business. She has identified the significant financial impact that has impacted on this department chain due to the current economic climate. Emerly has demonstrated insightful analysis of repositioning the business using two analytical tools, a SWOT analysis and Porter's five forces. She has made discerning selections of significant and relevant data and information from the provided stimulus and has effectively sourced research relevant to the situation. Emerly's sophisticated approach to using this data and information to support the analysis is evident in Table 2 and Table 3. Her interpretation of the SWOT analysis shows that the department chain must make strategic decisions to remain financially viable and to improve their position within the industry. Emerly's response demonstrates insightful recognition of significant and relevant relationships, patterns and trends to draw conclusions about the implications of repositioning the department chain.

The organisation of information is effective and achieves the purpose of examining data and information to analyse the business situation and interpreting the business environment and the implications of repositioning the department chain.

Q What were the qualities or features of the student's response that made it stand out from other student responses?

A Emerly's response demonstrates an informed application using the inquiry approach to apply discipline knowledge and skills to a real-world business situation. She has developed a feasibility report that is concise and logical in sequencing and organising information and ideas to communicate with clarity.

In this comprehensive response, Emerly creatively and clearly displays features of a feasibility report. For example, business repositioning strategies are collated in Table 1 to show the goals the department chain has implemented to reposition and differentiate the business from competitors, and satisfy consumer's needs and wants.

Emerly's innovative approach showcases her ability to create a report that concisely articulates the need for this business to evaluate repositioning strategies. Section 8.0 demonstrates her ability to make perceptive judgments to make thoroughly justified decisions for the business situation. Her discerning refinement of ideas and her evaluation of repositioning strategies has been completed using self-determined business criteria. Her feasibility report concludes with two recommendations that are significant for the business situation.

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