T-LEVELS | Institute for Apprenticeships & Technical Education

# T Level Technical Qualification in Digital Business Services

Employer set project (ESP)

## Core skills

Digital Business

Project brief - Pre-release task

SAM

v1.1: Specimen assessment materials
16 November 2023
603/6902/4

NCFE

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# Pre-release task

The function of the pre-release task is to allow you the opportunity to familiarise yourself with the sector focus of the main brief. Whilst the pre-release task is not directly assessed, you will be able to use your findings to assist your completion of the assessed tasks. You are therefore, encouraged to read all instructions and guidance carefully and complete the pre-release task to the best of your ability.

## Brief

You are employed as a digital data technician and have been asked to work with a car dealership based in the UK which specialises in providing car parts to mechanics in garages and direct to customers who place orders online.

Internal data shows that there has been an increase in online sales, with a decline in customers visiting their face to face locations.

Your line manager has asked you to complete some initial research to help prepare for the main project. You will be able to use your findings to inform your approach to the main project and support the business to achieve its key aims and objectives.

You should undertake research which explores the following:

- e-commerce and the economy
- the value of online versus physical sales
- the business environment and customer satisfaction
- factors which can drive change
- security and legislation for collecting, storing, and analysing data.

## Additional guidance

You are allowed internet access for research and a word processing application or other suitable software to record your research notes. Your notes must adhere to the following:

- all information should be contained within 4 pages (sides), excluding references
- all information should be completed electronically using black font, Arial size 12pt, and be within standard border sizes unless otherwise specified
- you must clearly show where sources have been used to support your own ideas and opinions
- any quotations from websites must be referenced

On completion of the task, you will save your research in a .pdf format and submit it to your tutor. If you have not met the conditions above, you can be asked to amend your materials so that they do meet the conditions before the delivery of task 1.

You will be required to sign an external assessment cover sheet (EACS) - declaration of authenticity form to confirm that the work produced is your own.

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## Time for completion

There is no restriction on the amount of time you can spend on this activity, however, all pre-release research must be completed and submitted to your tutor no later than 1 week before the start of the employer set project assessed tasks.

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Owner: Head of Assessment Design

## Change History Record

| Version | Description of change | Approval | Date of Issue |
|---|---|---|---|
| **v1.0** | Published | | September 2022 |
| **v1.1** | Sample added as a watermark. | November 2023 | 16 November 2023 |

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