

A woman with long brown hair, wearing a red and blue plaid shirt and a black apron, is kneeling outdoors. She is smiling and using red-handled pruning shears to trim a green plant in a grey pot. The background is a soft-focus garden scene.



Copyright © 2018 CSTC Pty Ltd

All rights reserved. No part of the contents of this publication may be reproduced or used in any form or by any means – graphic, electronic, or mechanical including photocopying, digitising, recording, or information storage-and-retrieval systems – without the written permission of CSTC Pty Ltd.

ASSESSMENT FOR BSBSMB401, BSBSMB403, BSBSMB404& BSBSMB405

Student name	
Date of assessment submission	Click here to enter a date.
Trainer/Assessor's name	
Date of assessment marking	Click here to enter a date.
Outcome for units	☐ Competent ☐ Not Yet Competent

TASK INSTRUCTIONS

- The assessment for these units of competency consists of the following:
 - Short answer activities:** You are required to provide short written responses to a series of activities to demonstrate your knowledge and skills.
 - Case studies:** You are required to provide written responses to a series of case study scenarios to demonstrate your knowledge and skills.
 - Practical tasks:** You will be required to put your knowledge and skills into practice, through observed tasks and work experience.
- At times, you will be provided with a specific context to which you must respond, otherwise it is anticipated that you will use a scenario of your choosing to provide context to the task.

SHORT ANSWER ACTIVITIES

ACTIVITY 1

Planning is an essential part of operating a business. Respond to the following:

- a) Describe the purpose of a business plan
- b) Identify three (3) goals you may have for your own business
- c) Identify five (5) products and services your business will supply.
- d) What is your desired target market?
 - Identify three (3) common objectives for their training that your business will support.
- e) Identify the basic costs for your business to operate. Will you require a loan?
 - If so, what would be a realistic return to profit time frame?
 - If not, identify how you will collect a salary from your earnings.
- f) Identify key staff who will have a role in your business.
 - Identify their level of experience in the industry, including yourself.
 - Identify how you will recruit them to your business.
 - If a sole trader, will you use someone to manage your finances and tax?
- g) How will you ensure the training of yourself and your staff will maintain quality standards, providing a quality product to your clients?
 - What are the minimum training standards you should place on yourself and employees as personal trainers in Australia?
- h) Conduct a SWOT analysis of your business.
- i) List four (4) potential risks to your business operations in order of priority and explain the impact they would have.
 - Identify strategies you could employ to help you still meet your business goals.
- j) Identify three (3) specialist services in your area you could use to improve your business services (e.g. accountant, nutritionist). Provide a website and phone number for each service.
- k) Identify five (5) items of stock your business will need to operate on a day-to-day basis (e.g. workout equipment, supplements).
 - How will you ensure the quality of these products?
 - How will you ensure they are maintained, kept safe from theft and replaced when necessary?
- l) Identify three (3) uses of technology that are relevant to your business.
- m) In 100 words, discuss a piece of technology that could be used to 'innovate' within your industry (e.g. recovery tools, GPS monitors).

Business plan

Drawing up a business plan will help you to identify your strengths and weaknesses, key areas where you need to develop expertise and the financial risk involved in setting up the business.

Business goals

Assessor's discretion.

Products and services

Assessor's discretion.

Target market

Assessor's discretion.

Costs

Assessor's discretion.

Key staff

Assessor's discretion.

Staff training

The only training will be for myself, updating my first aid every year and my own continuous development and learning and being able to change with the industry. Quality control will mostly come from feedback and suggestions set up for clients to anonymously do this. Efficiency, customer satisfaction, price, marketing evaluation are continuous change and development will be key to my success. Equipment must be continually checked, cleaned and serviced.

SWOT analysis

Strengths

Assessor's discretion

Weaknesses

Assessor's discretion.

Opportunities

Assessor's discretion.

Threats

Assessor's discretion.

Risk and impact	Strategies
Assessor's discretion.	Assessor's discretion.

Service	Contact telephone and website
Assessor's discretion.	Assessor's discretion.

Stock
Assessor's discretion.

Technology
Assessor's discretion.

Innovative technology
Assessor's discretion.

Outcome for Activity 1	☐ Satisfactory ☐ Not satisfactory
Trainer/Assessor comments	

ACTIVITY 2

For a business to successfully function, it is essential to have a proper understanding of the any legal obligations. Consider the following:

- a) Identify three (3) different legal structures that are suitable for a fitness business
 - Identify one (1) strength and one (1) weakness for each structure type
- b) Indicate which legal structure is most suitable for your own business. Explain your choice.
 - Identify two (2) legal and regulatory requirements for operating a business under your identified structure
 - Identify two (2) procedures you can implement to ensure compliance with these requirements
- c) Identify at least one (1) web link that you would access to assist with researching legal and compliance issues for the fitness area.
- d) Identify three (3) key WHS areas that may affect your business operations.
- e) Identify one (1) environmental issue that may impact on your business operations.
- f) Identify two (2) ethical considerations that personal trainers must consider when providing training.
- g) The ATO identifies seven (7) principles of effective tax governance.
 - Discuss two (2) of these principles, identifying their relevance to your own business
 - Explain how you can ensure compliance with each of these principles.
- h) Identify the insurance you are required to hold when conducting business as a personal trainer / gym owner.
 - Identify two (2) providers you would consider to take out your insurance with and compare their pricing.
- i) Identify two (2) common legal documents that are used within the fitness industry.
 - Explain how you would maintain their security.
- j) Identify two (2) people in your local area who could provide information and assistance on legal rights and obligations for your business. Provide a website and phone number for each service.

Legal structure	Strength and weakness
Sole trader	Strength/can be an individual operating it or can also employ people to help run business /inexpensive to set up Weakness/unlimited liability for debts
Partnership	Strength/ w people running a business together but not as a company Weakness/ must be registered for GST if annual income is over \$7500, there is trouble if partners disagree or have a falling out.
Company	Weakness/Expensive to run and you must be a larger business Strength/limited liability

Chosen legal structure

Assessor's discretion.

Legal and regulatory requirement	Procedure
Assessor's discretion.	Assessor's discretion.

Researching legal and compliance issues
Assessor's discretion.

WHS areas
Identification of specific hazard Management of the organisation Provisions for ensuring safety of members of the public and contractors.

Environmental issue
Establishment and maintenance of procedures for identifying risks to health and safety

Ethical considerations
1. Professional boundaries 2. Client confidentiality

ATO principle	Ensuring compliance
Integrity in reporting	Financial records of business including tax reflect a true and fair view of my business.
Ethical and responsible behaviour	With honesty, integrity /an accurate reporting of tax matters

Insurance
Public liability and Professional indemnity CGU-\$270 Biz cover \$290

Common legal documents
1. Contracts There must be an offer by one party and its acceptance by the other There must be valuable consideration There must be certainty as to key terms 2. Clients medical records These documents will be stored on a hard drive in my office safe at home for security.

Service	Contact telephone and website
Assessor's discretion.	Assessor's discretion.

Outcome for Activity 2	☐ Satisfactory ☐ Not satisfactory
Trainer/Assessor comments	

ACTIVITY 3

It is important to have measurable goals for your business. Respond to the following:

- a) List three (3) KPIs that you would like to implement by the end of your first full financial year of operation.
 - How often will you review these KPIs during the year?
- b) Identify one (1) method you will employ to measure customer satisfaction with your product.
 - Identify two (2) procedures/methods you will put in place to try to maintain customer satisfaction.
- c) After 12 months of your business operating, you have not met many of your objectives. Identify three (3) contingencies you would put in place to help you continue to operate and improve.
- d) After three (3) years your business has become successful enough for you to employ three (3) staff, two (2) trainers and an administration assistant. Create an employee structure that indicates levels of responsibility within your business.
 - If this were to be the case, how could you adjust your goals to try to maintain and enhance the success?

KPIs

Assessor's discretion.

Customer satisfaction

Assessor's discretion.

Contingencies

Assessor's discretion.

Responses to success

Assessor's discretion.

Outcome for Activity 3	☐ Satisfactory ☐ Not satisfactory
Trainer/Assessor comments	

CASE STUDIES

CASE STUDY 1

Identify two (2) direct competitors in your local area (if there are no direct competitors use Snap Fitness Holland Park and Goodlife Holland Park). Respond to the following:

- Name each competitor and identify each competitor's marketing methods that you see on a regular basis.
- Explain how you will market your business as different to your competitors.
- Identify three (3) methods you will use to market your own business and justify why you think they are the most effective, cost effective and most ethical methods to market your product and services.
- Who could you engage to assist in marketing?
- What methods could you employ to monitor the success of your marketing?
- How could you gain an insight into improving your marketing strategies?
- How would you ensure the relevance of your marketing in a rapidly changing online environment?
- In 50 words, discuss why you believe social media is or is not an effective method for customer engagement with marketing.
- Design an example flyer to promote your business that you could distribute within your local community and send online.

	Response
a)	Assessor's discretion.
b)	Assessor's discretion.
c)	Assessor's discretion.
d)	Assessor's discretion.
e)	Assessor's discretion.
f)	Assessor's discretion.
g)	Assessor's discretion.
h)	Assessor's discretion.

Outcome for Case Study 1	☐ Satisfactory ☐ Not satisfactory
Trainer/Assessor comments	

CASE STUDY 2

Use one (1) of the templates provided at the links below, prepare a business plan using your answers from other sections of this Workbook.

- Template 1: <https://www.nab.com.au/business/small-business/starting-a-business/business-plan-template>
- Template 2: <https://www.business.gov.au/info/plan-and-start/templates-and-tools/business-plan-template-and-guide>

There will be some new sections that will require additional information. If there are sections not relevant to your business, you can remove them from the plan; however, you may be asked to justify this by your assessor.

Response

Assessor's discretion.

Outcome for Case Study 2

- ☐ Satisfactory
☐ Not satisfactory

Trainer/Assessor comments

CASE STUDY 3

- a) Identify three (3) potential locations in your desired area to provide personal training (Note: One (1) of these can be a mobile option).
- b) Identify the basic contract options for leasing or owning a business premises.
- c) In order to run a successful gym, a large amount of equipment is required. As the initial outlay to buy the equipment could be quite drastic, identify the costs to buy ten (10) new pieces of fitness equipment from an Australian Supplier.
- d) In 50-100 words, explain the benefits and any risks of leasing instead of owning the equipment.
- e) Identify two (2) companies that provide leasing opportunities for gym equipment in Australia.
- f) Identify three (3) major considerations in the procurement of equipment for a fitness company.

	Response		
a)	Assessor's discretion.		
b)	Assessor's discretion.		
c)	Item	Supplier Name	Cost
	1 Assessor's discretion	Assessor's discretion	\$XXX
	2		
	3		
	4		
	5		
	6		
	7		
	8		
	9		
	10		
d)	There is help at Fitness Australia and Facebook have help. There are fees here.		
e)	Assessor's discretion.		
f)	Identify and respond to opportunities to aid business development through new technologies and different ways of marketing. Attending Facebook workshops when they come to Brisbane and webinars.		

Outcome for Case Study 3	☐ Satisfactory ☐ Not satisfactory
Trainer/Assessor comments	

PRACTICAL TASKS

You are required to have a suitable observer verify your ability to complete the following tasks. These tasks may be simulated or real. You are required to complete a minimum of 15 hours of supervised/observed practical experience across the following tasks.

TASKS	VERIFIED
A. Seek legal advice on the following. • Rights and obligations with regards to business liabilities – considering – ○ Business registration and licensing ○ Creation and termination of legal contracts ○ Relevant consumer legislation and industry codes of practice ○ Taxation ○ Insurance ○ Industrial relations ○ Updating and maintaining legal documents • Best practice for conducting investigations to identify areas of non-compliance with legal and regulatory requirements and common areas of corrective action regarding – • Best practice for negotiating and securing contractual procurement rights for goods and services – including contracts with relevant people • How cultural differences need to be accommodated in business practices	☐
B. Speak to those involved in the marketing effort: • Seek their advice regarding marketing strategies, considering – ○ Competitor analysis ○ Costs and benefits of using different distribution channels ○ Customer reactions • Outline their roles and responsibilities to ensure the success of marketing strategies	☐

Outcome for Practical Tasks	☐ Satisfactory ☐ Not satisfactory
Trainer/Assessor comments	