

# YMCA Level 3 Award in Business for the Fitness Professional (600/1146/4)

## Learner Assessment Record





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# Level 3 Award in Business for the Fitness Professional

## Learner Assessment Record

Qualification number: (600/1146/4)  
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# Introduction

## About YMCA Awards

YMCA Awards is one of the UK's leading health and fitness specific awarding bodies and is a trusted name that enjoys widespread respect within the fitness industry. YMCA Awards qualifications are designed for people taking their first steps in the health and fitness industry or for those already working in the industry wishing to progress their careers. YMCA Awards has been responsible for over 200,000 people launching or progressing their careers.

As an internationally recognised organisation, YMCA Awards has a number of study options available including full time or part time, distance learning and progressive study routes. This variety ensures that there will be a study option that is right for you and which will enable you to increase your knowledge, gain new skills and develop your career. All of YMCA Awards' proven and established resources and assessment materials have been developed by leading industry experts in consultation with employers and training providers.

For more information, visit [www.ymcaawards.co.uk](http://www.ymcaawards.co.uk).

## Learner Assessment Record (LAR)

Your Learner Assessment Record is designed to support the assessment of your Level 3 Award in Business for the Fitness Professional. It contains all the paperwork that you, your tutor and your assessor need in order to complete the unit.

You will share the Learner Assessment Record with your tutor and assessor, who will use the paperwork contained within to assess you throughout the duration of your training. This document is an essential part of your assessment and should be kept safe. Your tutor and assessor will guide you as to which forms you need at particular times, as well as how they should be used and completed.

## Qualification structure

To achieve your Level 3 Award in Business for the Fitness Professional, you must complete the following unit:

Unit reference number	Unit title	Level	Credits
T/503/0518	Business and marketing for the fitness professional	3	6

You will gain 6 credits.

The total qualification time (TQT) for this qualification is 60.

The total guided learning hours (GLH) for this qualification are 49.

# Assessment specification

There are 2 assessment elements across the 1 unit.

## Assessment element 1: Assessment workbook

You will need to complete the 'Business and marketing for the fitness professional' assessment workbook.

All questions must be answered correctly. The work must be your own and group completion is not allowed.

**Paperwork that relates to this assessment element:**

'Business and marketing for the fitness professional' assessment workbook (not contained in this document)

## Assessment element 2: Project

You will need to complete the 'Business and marketing project' paperwork (listed below). To do this you will need to develop an authentic plan for the start of your own fitness industry business.

**Business and marketing project paperwork:**

**Company information** – this is where you record details about your company's name and social media handles, and where you have an opportunity to outline your thoughts behind your company name.

**Business plan overview** – this section will be where you record a concise and accurate summary of the entirety of your business plan. You will also outline the service or services that your business will be offering along with a proposed pricing structure. In this section, you will also outline your company's mission statement.

**Market research** – this document is your opportunity to develop detailed knowledge of your competitors and your potential customer base. You will be required to research competitors within your local area and develop a questionnaire which is to be answered by prospective clients. In addition, you will analyse your business offering in the form of a SWOT analysis and a MARS viability test.

**Business aims and objectives** – this document is used to outline your business goals for the immediate term and your long-term aspirations. It will also be a chance to fully define the target market for your product or service.

**Marketing plan** – this requires you to outline your marketing activity at various stages of your first year of business. This will include social media strategy, advertising plans, and prospective deals and discounts. You will also have to develop the content for a leaflet brief which can then be submitted to a designer, and also the content for a press release which can then be submitted to selected media outlets.

**Cash flow forecasting** – this document will incorporate the findings from your research into the income potential for your service in your area. You will also have to outline all of the potential expenditure costs for your first year of business. These cash flow forecast findings will form a key element to your executive summary.

You will be assessed against the 'Project checklist' and you must achieve a tick in every box to pass.

### Paperwork that relates to this assessment element:

Company information

Business plan overview

Market research

Business aims and objectives

Marketing plan

Cash flow forecasting

Project checklist

**The remainder of the forms contained within this record are explained below:**

### Assessment plan

This document is designed to allow you and your assessor to plan your progress through the assessment components. You can use this to plan with your assessor and tutor when assessment activities will take place.

### Assessor feedback sheet

Your assessor will use this form to record any feedback that you may be given. You may use this form at any stage in your learning to record feedback.

### Supplementary questions record

Your assessor will use this form to record any questions that you may be asked and any responses you may give.

### Summary of achievement

This document is designed to record the outcomes of the assessment elements and any further action that may be required. For example, you may need to be reassessed in a particular area. You will sign this form to declare the authenticity of your work and your assessor will sign to indicate which of the units have been satisfactorily completed. Keep this document in a safe place as it acts as evidence of your achievements.

# Assessment plan

## YMCA Level 3 Award in Business for the Fitness Professional

Unit title	Element number	Evidence/assessment method	Date, time and place of assessment	Any reasonable adjustments negotiated agreed
Business and marketing for the fitness professional T/503/0518	1	<ul style="list-style-type: none"><li>completed assessment workbook:<ul style="list-style-type: none"><li>Paper-based</li><li>Fillable</li><li>eAssessment</li></ul></li></ul> (delete as applicable)		
	2	<ul style="list-style-type: none"><li>completed project paperwork</li></ul>		

Learner's name: \_\_\_\_\_

Learner's signature: \_\_\_\_\_

Assessor's name: \_\_\_\_\_

Assessor's signature: \_\_\_\_\_

IQA's name: \_\_\_\_\_

IQA's signature: \_\_\_\_\_



# Business and marketing for the fitness professional (T/503/0518)

## Project checklist

Learner's name: \_\_\_\_\_

Assessor's name: \_\_\_\_\_

IQA's name: \_\_\_\_\_

Key: ✓ = Pass, C = Pass with comment, Q = Question, and R = Refer. The learner requires a ✓ or a C in every box in order to pass. The second 'outcome' column is for reassessment (when applicable).

Project paperwork – assessment element 2		
The learner:	Outcome	Outcome
	Initial assessment	Re-assessment
P1. identified the audience of the business plan and included branding		
P2. stated business aims and objectives, including:		
• SMART objectives		
• a profile of the target market		
• mission statement		
P3. carried out primary and secondary market research		
P4. designed a marketing questionnaire		
P5. carried out SWOT analysis		
P6. checked target market using MARS viability test		
P7. produced a marketing plan, including:		
• press release and promotional materials		
• promotional strategy		
P8. produced a 12-month forecast of income and expenditure		
P9. produced an executive summary reflective of the business plan		
Result for business and marketing project	Pass / Refer	Pass / Refer



## Business and marketing project

Learner's name: \_\_\_\_\_

Assessor's name: \_\_\_\_\_

## Company information

Company name and staff details

Reason for choice of company name and information on branding

Twitter username (username must be available)

Instagram username (username must be available)

### Executive summary

(This is a condensed version of the content of the whole report. It provides a concise overview for anyone who does not have time to read the whole document. Initial decisions are often made based upon the content of this summary. The summary should be accurate and easy to follow. You should complete this once your entire business plan has been written and include details of contingency plans, plans for keeping the business solvent and plans for growth.)

### Description of services

Services offered	Brief description of service	Pricing

### Mission statement

(A mission statement provides a constant reminder of the overall vision that the organisation has and what it aims to do.)

## Market research

### Competitor analysis

Company name	Location	Services provided	Pricing

SWOT analysis

Strengths

Weaknesses

Opportunities

Threats

Outline the market segments for your business using the MARS acronym  
**M**easurable/**A**ccessible/**R**esponsive/**S**izeable

Measurable: Develop a profile of your business' target market (including location, demographics, income etc.)

Accessible: How do you plan to reach your target market with your promotional activity?

Responsive: Does your target market respond to your planned activities? Any data to support this?

Sizeable: What is the size of the market you are targeting?

## Questionnaire

(Develop a questionnaire of a minimum of 10 questions which will help you to understand your customers, pricing and service offering. The questionnaire should consist of a mix of open and closed questions. For ideas use the internet and search business and marketing questionnaires.)

## Business aims and objectives

Develop and record specific SMART business objectives  
**S**pecific/**M**easurable/**A**chievable/**R**ealistic/**T**ime-framed

Pre-launch goals

Short-term goal (First six months)

Year 1 goal (To be achieved after 12 months)

Year 2 goal

Year 3 goal

## Marketing plan

Outline your promotional strategy for each of the following business timeframes (to include social media, advertising, promotional deals etc.)

Pre-launch

Launch

Year 1

Promotional leaflet brief (Double-sided leaflet)

Front side

Strapline

Marketing copy

Description of image  
(if applicable)

Colour preferences

Back side

Marketing copy

Description of image  
(if applicable)

Colour preferences

Press release (A sample press release to inform local media outlets of your new business venture)

Headline

Opening paragraph

Body

Closing paragraph

Targeted media outlets (List a minimum of 6 publications)



## Cash flow forecasting

### Year one

Months	1	2	3	4	5	6	7	8	9	10	11	12	Total
Income (sales)													
Loans													
Capital introduced													
<b>TOTAL INCOME (A)</b>													
<b>EXPENDITURE</b>													
Direct costs:													
Equipment													
Overheads:													

Wages and staff costs													
Car, van expenditure													
Other travel costs													
Rent, rates													
Power, utilities													
Repairs													
General admin:													
Mobile phone, internet etc.													
Insurances													
Other office costs													

Marketing and adverts														
Interest on loans, etc.														
Accountant and professional fees														
Miscellaneous expenses														
<b>TOTAL EXPENDITURE (B)</b>														
Movement (A – B)														
Opening balance														
Closing balance														



# Appendices



# Assessor feedback sheet

Learner's name: \_\_\_\_\_

Assessor's name: \_\_\_\_\_

Assessment element: \_\_\_\_\_

Ref	Feedback



# Supplementary questions record

Learner's name: \_\_\_\_\_

Assessor's name: \_\_\_\_\_

Assessment element: \_\_\_\_\_

Ref	Assessor's question	Learner's response



# Summary of achievement

## YMCA Level 3 Award in Business for the Fitness Professional

Learner's name: \_\_\_\_\_

Centre name: \_\_\_\_\_

Assessor's name: \_\_\_\_\_

IOA's name: \_\_\_\_\_

Unit title	Assessment element	Assessment outcome	Action plan for achievement and evidence produced for exemption	Reassessment outcome (if applicable)	Assessor's and learner's signature and date of sign-off	IOA's signature and date (if sampled)	EQA's signature and date (if sampled)
Business and marketing for the fitness professional T/503/0518	1 Assessment workbook	Pass		Pass			
		Refer		Refer			
		Exemption					
	2 Project	Pass		Pass			
		Refer		Refer			
		Exemption					

### Learner authenticity statement:

I confirm that the evidence provided for this qualification is entirely my own work

Learner's signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Assessor sign-off statement

I confirm that I am satisfied that the learner named above has provided evidence that is valid, authentic, reliable, current and sufficient to demonstrate the required knowledge, understanding and/or skills for the units signed off here

Assessor's signature: \_\_\_\_\_ Date: \_\_\_\_\_

IQA's signature: \_\_\_\_\_ Date: \_\_\_\_\_



YMCA Awards is the UK's leading health, fitness and wellbeing specific awarding organisation. It offers training centres and learners across the world a diverse suite of qualifications, from introductory (Level 1) to advanced levels (Level 4).

YMCA Awards issues over 30,500 qualification certificates a year, helping learners in the UK and overseas to launch and progress their careers in the active leisure sector.

To view YMCA Awards' full range of qualifications please visit [ymcaawards.co.uk](http://ymcaawards.co.uk)

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