

## OCR Level 3 Cambridge Extended Certificate in Business - Starter for 12

Welcome to the CTEC Business course. We will start the course with Unit 4: Customers and Communications. This unit is internally assessed, based on the coursework you will be asked to complete. Before you complete the work set below, please make sure you have read the specification for this unit. You can find it by looking at this link and then clicking on the Extended Certificate box as shown below:

<https://www.ocr.org.uk/qualifications/cambridge-technicals/business/units/#level-3>

<b>Certificate</b>  180 GLH QN: 601/7698/2	<b>Extended Certificate</b>  360 GLH QN: 601/7699/4	<b>Foundation Diploma</b>  540 GLH QN: 601/7700/7	<b>Diploma</b>  720 GLH QN: 601/7701/9	<b>Extended Diploma</b>  1080 GLH QN: 603/0299/9
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### Mandatory units



#### The business environment

Unit 01 - 120 GLH, assessment method E - PDF 735KB



#### Working in business

Unit 02 - 60 GLH, assessment method E - PDF 999KB



#### Customers and communication

Unit 04 - 60 GLH, assessment method I - PDF 971KB

The coursework will be based on Wimbledon Park Golf Club: <https://www.wpgc.co.uk/>  
In order to get prepared for the start of the course it is important that you become familiar with this business. The focus will be on the customers of the club and how the club communicates with them. This requires you to understand who they are.

Please make sure you complete tasks 1-6 below.

**Task 1:**

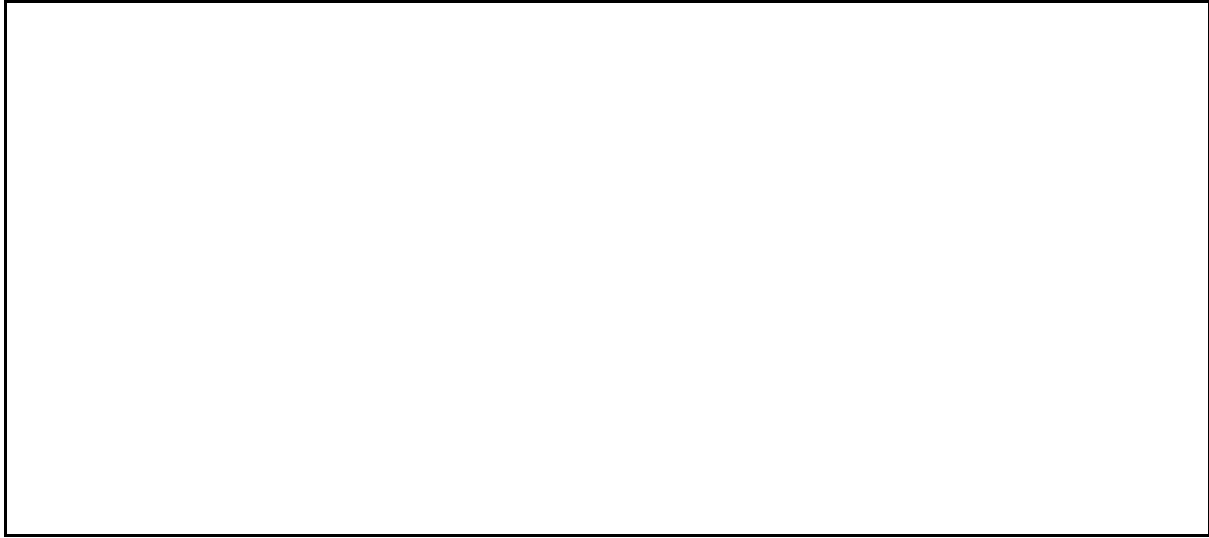
Complete the table by looking through the website and finding the different types of customers the Club has. You need to include the different types of membership for people who want to play golf as well as other customer groups the club wants to attract. Then decide whether they are internal or external customers. We have provided one example to get you started.

<b>Customer Description</b>	<b>Services the Club provides them</b>	<b>Internal or External</b>
Social member	Clubhouse facilities such as restaurants and bars. No golf	Internal

**Task 2:**

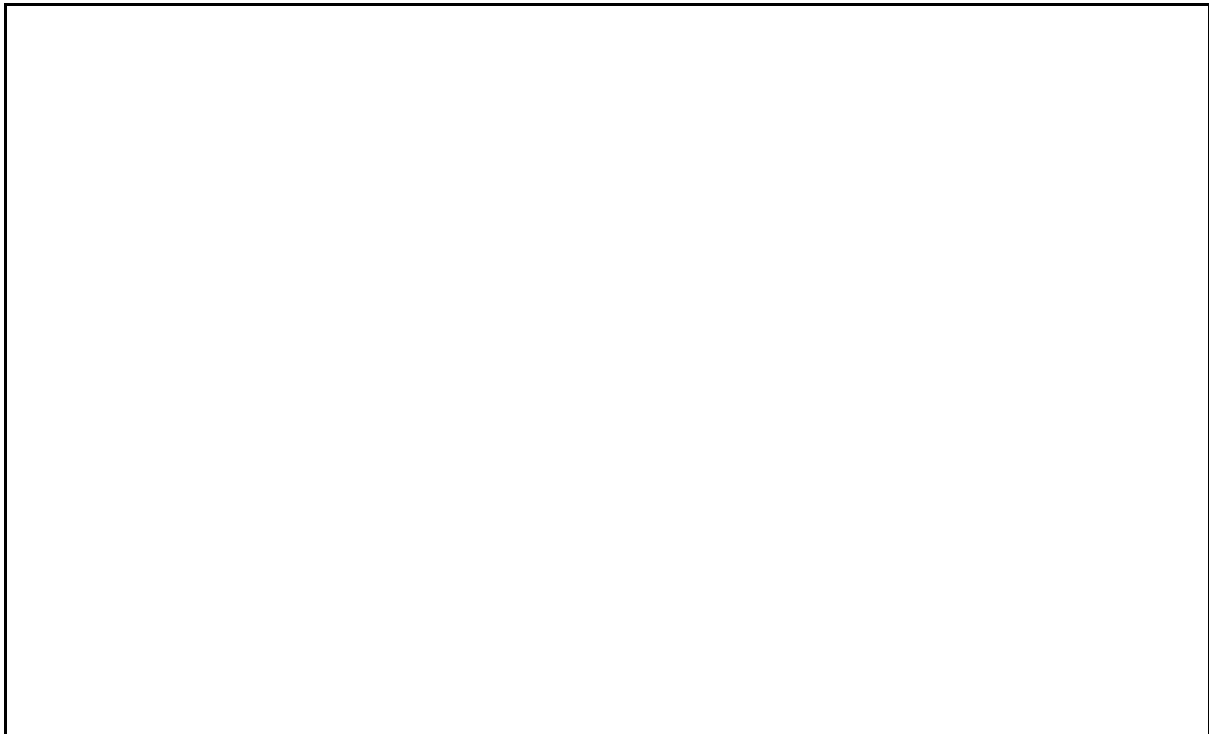
Have a look through the membership fee section of the website to get an idea of how much it costs to be a member. Using this information, any other relevant information on the website as well as your own knowledge of the area where the club is, how would you describe the type of customer the club is likely to attract?

If you live near Southfields/Wimbledon, maybe go for a walk and peer over the fence at the clubhouse, the car park and the players. Make sure you provide evidence for your answer (e.g. a quote from the website or a picture from your walk).



**Task 3:**

Demographics is the use of statistical data to understand the population and groups within it. For example, we could break down the population of London by age groups and by gender to find out how many women aged 25-35 there are. Why do you think it might be important for the Club to understand the demographics of its local area?



**Task 4:**

The club has a strict dress code: [https://www.wpgc.co.uk/dress\\_code](https://www.wpgc.co.uk/dress_code)

Why do you think they insist on such a strict dress code?

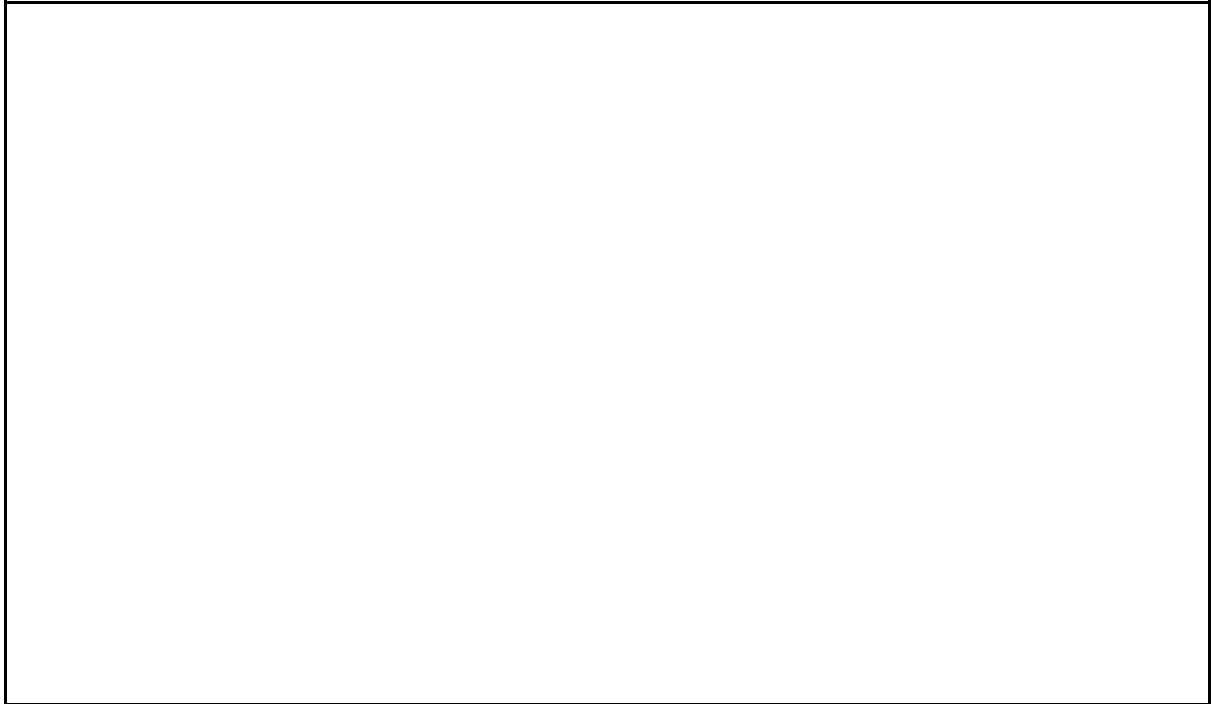
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What do you think are the advantages and disadvantages for the business of having this dress code? Make sure you list at least 2 advantages and 2 disadvantages in detail.

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**Task 5:**

Having looked through the website, discuss whether you think the club communicates successfully with potential new customers. Make sure you provide a balanced answer by discussing what they do well and what could be improved.



**Task 6:**

GDPR (General Data Protection) is very important for all businesses and not complying could create legal problems. Summarize how the club ensures that members feel safe that their data is not misused. [https://www.wpgc.co.uk/gdpr\\_privacy\\_policy](https://www.wpgc.co.uk/gdpr_privacy_policy)

