

## Life After Football

Simon, Peter and Will are three professional football players who are well-known in the North West of England, where they play for a League 1 football team.

As well as teammates, all three men are good friends, having come through the youth set up at their club and eventually progressing to the senior team. All of them are reaching the end of their football careers and are beginning to explore new career opportunities they might pursue once their playing days are over.

After a pre-season match, in July 2019, the three friends were in the players' lounge at the club, and over lunch began discussing their ideas for careers after retiring as professional footballers.

None of the three wanted to pursue careers in football coaching or management, but all three were considering setting up their own businesses. Not surprisingly, all three expressed an interest in businesses that were related to health and fitness. Will told his two friends that he recently visited a Franchise Exhibition and was impressed by one of the health club franchises that is available in the same town as the football club they play for.

Simon suggested that the three friends should consider going into business together. "The three of us have a lot of experience in health and fitness and, if we work together, then we are guaranteed to have a successful business" he told his two friends. Although Peter and Will agreed with Simon's idea of going into business together, Will was concerned about the lack of experience any of them had in setting up and managing a business. "The skills needed to be professional footballers aren't the same as those for businessmen" he said. "We should get some professional advice about how to set-up the business" he went on to say.

By the end of lunch, the three friends agreed that they should explore opening a health club and that Will's idea of getting some professional advice, was a very good idea.

## TASK

Imagine you have been asked to provide Peter, Simon and Will with some advice about their proposed business.

Produce a report using the following headings:

### **Franchise v Non-Franchise**

Discuss whether Peter, Simon and Will should buy a health and fitness franchise or set up their own business.

### **Legal structure**

Evaluate appropriate legal structures for the proposed business.

### **Market Segmentation**

Analyse how market segmentation could influence the marketing mix for the proposed health and fitness business.

Marking and Feedback Sheet

|                           |  |                  |  |
|---------------------------|--|------------------|--|
| NCUK Student ID:          |  | Student Name:    |  |
| Tutor's Name:             |  | Submission Date: |  |
| Essay:<br>Semester 1 or 2 |  |                  |  |

| Criteria                  | Weighting | Marker 1 | Marker 2 | Comment |
|---------------------------|-----------|----------|----------|---------|
| Knowledge & Understanding | 20%       |          |          |         |
| Application               | 25%       |          |          |         |
| Analysis                  | 25%       |          |          |         |
| Evaluation                | 20%       |          |          |         |
| Study Skills              | 10%       |          |          |         |
| TOTAL                     | 100%      |          |          |         |
| Additional Feedback       |           |          |          |         |

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Centres should refer to Appendix C Assessment Criteria grid on page 40 of the syllabus through the marking and moderation process.

It is suggested that centres follow the timeline recommended in the Coursework Guidance section of the syllabus as indicated below:

**End of Week 5: Set Assignment 1**

**End of Week 12: Deadline Assignment 1**

This mark scheme is a suggested approach, and marks may be awarded which include the following anticipated response. However, marks may be awarded for approaches that fall outside of a traditional response as long as the answer contains clear knowledge and understanding, analysis and evaluation of relevant Business Studies concepts and techniques.

### **Knowledge and Understanding**

Students could show a clear understanding of the concepts of:

- Advantages and disadvantages of franchise business v non-franchise business set-up
- Advantages and disadvantages of partnership v private limited companies.  
Note: Sole trader and public limited companies should not receive any reward, though students might briefly explain why they are not appropriate, and this could be rewarded for all four assessed skills
- The benefits of market segmentation and how this might influence **at least two** elements of the marketing mix

### **Application**

The answer should be clearly rooted in issues related to a health club/gym/fitness centre.

### **Analysis**

Students could explain:

- The advantages and disadvantages of franchises v non-franchise business set-up to Peter, Simon and Will
- The advantages and disadvantages for Peter, Simon and Will of partnership and private limited company
- The benefits of market segmentation and how these might influence at least two elements of the marketing mix for the proposed health club business.

### **Evaluation**

Students should be able to make a supported judgement as to:

- Buy a franchise or set-up their own business
- Which legal structure would be best for the health club business.

Evaluation may arise from discussion of issues such as:

- The most important factor(s) influencing the choice between franchise and non-franchise
- The relative importance of unincorporated and incorporated legal structures

- A supported recommendation as to which legal structure is best for the proposed business
- Students might question the need for more information, what information is needed and how it might be used. For example, how will the three friends finance the business, will they employ managers for the health club, or do they intend to be hands-on

*The above points must be supported with reason e.g. 'I think that the most appropriate method for business set-up is buying a franchise because .....', 'Setting up their own business is the best option because .....', 'The best legal structure for the business is ..... because .....'*

### **Study Skills**

Students must clearly demonstrate effective use of study skills. This may be evidenced through:

- A range of appropriate and valid sources. NOTE: **not** Wikipedia etc.
- Clear referencing through essay using the NCUK Standard Referencing System
- Bibliography