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ENTERPRISE **0454/11**

Paper 1 **May/June 2020**

INSERT **1 hour 30 minutes**

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INFORMATION

- This insert contains the case study.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.

This document has **4** pages. Blank pages are indicated.

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Sheldon's booking app

The background

Sheldon has recently left school and now works at a fitness centre. The fitness centre has a timetable of classes and customers are required to book places in these classes. Sheldon enjoys the work but thinks that the fitness centre is not working as well as it could.

One problem Sheldon has identified is that the booking system used to book places in the classes is not efficient. Customers either visit in person or telephone the fitness centre to book a place. A member of staff then writes the booking into the diary, but sometimes they forget to do this. Unfortunately, some customers forget about their bookings and do not arrive for their class. This leads to empty spaces at the classes and a loss of revenue for the fitness centre, since customers only pay when they attend the class.

Some customers are annoyed by this booking system because they cannot book a place in a class even though there are spaces on the day.

The idea

Sheldon thought about a number of ways to solve the fitness centre's booking problems. At school, Sheldon had designed a system on his computer to help organise his exam revision. He believes that a creative solution would be to design a similar system to organise the fitness centre's bookings.

Sheldon thought that he could design an application (app) for a smartphone which would allow customers to book their own classes. The app could also be designed to send text messages and email reminders. He thought that customers would be more likely to arrive for a class if they had booked it themselves, especially if they could change the booking when needed.

The planning

Sheldon spent some time at home designing a booking app. The app he designed would allow customers to make bookings and the fitness centre to have a list of expected customers for each class.

Sheldon knew that the booking app would need to be tested. He decided to ask the owner of the fitness centre, Amy, if she would be willing to trial the booking app with customers. He arranged a meeting with Amy.

The meeting

Amy liked the idea of customers arranging their own bookings but she thought that the booking app might create more work for the staff. She was not willing to take a risk and rely on the booking app entirely, but she agreed that the fitness centre would trial it for two months alongside the current booking system.

Amy would display a notice for customers in the fitness centre explaining how to book a class using the app. Customers would then be able to choose whether to use the booking app or the current booking system.

To monitor the use of the booking app, fitness centre staff would keep a record of how customers had booked their classes. At the end of two months, Sheldon and Amy would be able to see how many customers had chosen to use the booking app. Sheldon suggested that they also keep a record of how many customers using the booking app missed classes during that period.

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The research

After his meeting with Amy, Sheldon was pleased that his booking app was going to be trialled. He then started to think there were some questions about the app that he had not yet considered, such as whether it could be changed to use in other service businesses. Sheldon decided to complete some research.

He discovered that there are laws and regulations which affect the development of products, including apps. Laws and regulations also protect customer information, such as email addresses and telephone numbers.

The start

Sheldon thinks that this booking app could become a new enterprise which generates an income. However, with so many legal obligations to consider, Sheldon believes that it might be better to delay the trial of the booking app until he has completed further research.

Sheldon realises that he has not completed all of the six stages of the enterprise process.

If Sheldon was going to establish a booking app enterprise, he would need some assistance, particularly with which marketing communications to use. He needs to consider where to find the best sources of help and support for his potential enterprise.

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