



BSBTWK401

# Build and maintain business relationships

Assessment 3 of 4

Project



## Assessment Instructions

### Task overview

This assessment task is divided into three (3) activities. Read each question carefully before typing your response in the space provided.

### Additional resources and supporting documents

To complete this assessment, you will need:

- *Fusion Graphix Corporate Marketing Plan*
- *Fusion Graphix Conflict and Problem Resolution Policy and Procedure*



## Assessment Information

### Submission

You are entitled to three (3) attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

### Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment (e.g. allowing additional time)
- the evidence gathering techniques (e.g. oral rather than written questioning, use of a scribe, modifications to equipment)

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.



Please consider the environment before printing this assessment.

## Case study

Fusion Graphix is a Graphic Design Studio that offers B2B graphic design, web design and marketing services.

Fusion Graphix is preparing to launch a new service product to prospective and existing clients. In addition to providing graphic design, web design and marketing services, Fusion Graphix will also offer marketing training via online workshops. This will also provide networking opportunities and help to establish, build and maintain business relationships.

For the purpose of this assessment, you will play the role of Lionel Boyle, the Marketing Manager of Fusion Graphix, and you report to John Lewis, Fusion Graphix Studio Manager.

Your role includes organising opportunities, including networking to represent and promote Fusion Graphix. To assist with this, John has advised that for the next month, you will focus on promoting the marketing training events to current and potential clients.

You are asked to read the *Fusion Graphix Corporate Marketing Plan* to better understand Fusion Graphix's business objectives, business strategies, the proposed training, and the role of networking.

## Activity 1

Write an email, using the template below, to John Lewis identifying three (3) strategies to represent and promote Fusion Graphix interests to contacts. Seek his advice on the names of relevant networks, organisations, agencies, associations, or individuals you should network with to promote the proposed training. In your email, you should use appropriate vocabulary, layout and grammar to convey ideas and information and cultivate a relationship that helps you get things done.

[Approximate word count: 150 – 200 words]

**Assessor instructions:** Students must demonstrate that they have read the Fusion Graphix Corporate Marketing Plan and identified three (3) appropriate strategies to support the plan.

Students' email must:

- use appropriate vocabulary, layout and grammar to convey ideas and information and cultivate a relationship that helps them get things done.
- seek specialist advice on how to establish contacts in local networks.

A sample answer is provided below.



## Email Template

To:	<b>John Lewis, Studio Manager</b> <<Add name(s) and position title of main email recipients here>>
From:	<b>Lionel Boyle, Marketing Manager</b> <<Add your name and position title here>>
CC:	<<Add names and position titles of carbon copy email recipients here>>
Date/time:	<b>23.11.22, @11:30 a.m.</b> <<Add the time and date of the email here>>
Subject:	<b>Promotional strategies</b> <<Add the subject of the email here>>
Attachments:	<<Add the name of any attachments here>>

Dear <<Add email recipient(s) name here>>,

<<Add message here>>

**Sample answer:**

*Dear John,*

*I am writing this email to discuss three [3] strategies to represent to promote Fusion Graphix interests to contacts. In my opinion, we should use the following strategies. Students' suggested strategies must come from the five [5] below from the Fusion Graphix Corporate Marketing Plan :*

- 1. To engage with various stakeholders and industry professionals through professional associations such as local Chambers of Commerce*
- 2. To participate in community engagement programs, including agricultural shows and events*
- 3. To expand network reach by building and promoting Fusion Graphix profile through digital platforms [social media]*
- 4. To partner with a Registered Training Organisation to provide essentials for all staff for their area of expertise*
- 5. To launch complimentary marketing training to current and potential clients.*

*I was considering contacting the following:*

- *Local Chambers of Commerce*
- *Fruit and vegetable or horticultural associations,*
- *Government agencies*

*However, I would like to ask your opinion on the names of relevant networks, organisations, agencies, associations, or individuals I should network with to promote the proposed training.*

*Regards,*

*Lionel Boyle*

*Marketing Manager*

Regards,

<<Add your name here>>

<<Add your job position here>>



1 King Street, Sydney, NSW 2000

Phone: 02 987 654

### Case study

A person with a disability is a new business contact who attended the marketing training and has now lodged a formal complaint about the venue not having a ramp.

He says that providing wheelchair access is mandatory in all public spaces and is outraged that you selected this venue, knowing his disability. He is highly dissatisfied with Fusion Graphix and his treatment as a fee-paying client. He is threatening to report Fusion Graphix to the Department of Fair Trading.

### Activity 2

Read the case study above and write a response email to John Lewis communicating the relationship issue. Refer to the *Fusion Graphix Conflict and Problem Resolution Policy and Procedure* as you prepare your response. You must:

- identify the problem
- identify the potential impact on this business relationship
- gather background information that includes relevant legislation to the issue
- evaluate options and determine two [2] solutions to the scenario
- outline the steps you will take to resolve the situation.

[Approximate word count: 350 - 400 words]

**Assessor instructions: Students must demonstrate:**

- that they have communicated a relationship issue in writing

- that they have read the Fusion Graphix Conflict and Problem Resolution Policy and Procedure and referred to the sections titled Formal conflict or dispute resolution and the Conflict resolution procedure.
- that they have used analytical processes to:
  - identify the problem
  - identify the potential impact on this business relationship
  - gather background information that includes legislation relevant to the issue
  - evaluate options and determine two (2) solutions
  - outline the steps you will take to resolve the situation.

A sample answer is provided below.



## Email Template

To:	John Lewis, Studio Manager <<Add name(s) and position title of main email recipients here>>
From:	Lionel Boyle, Marketing Manager <<Add your name and position title here>>
CC:	<<Add names and position titles of carbon copy email recipients here>>
Date/time:	23.11.22, @11:30 a.m. <<Add the time and date of the email here>>
Subject:	Promotional strategies <<Add the subject of the email here>>
Attachments:	<<Add the name of any attachments here>>

Dear <<Add email recipient(s) name here>>,

<<Add message here>>

*Sample answer:*

*Dear John,*

*A person with a disability who attended marketing training has now lodged a formal complaint about the venue not having a ramp.*

*He said that providing wheelchair access is mandatory in all public spaces and is outraged that we selected this venue, knowing his disability. He is highly dissatisfied with Fusion Graphix and his treatment as a fee-paying client. He is threatening to report Fusion Graphix to the Department of Fair Trading.*

*This might end our relationship with this client if not resolved in an appropriate manner.*

*The relevant legislation to the issue includes the following acts:*

- *Disability Discrimination Act 1992*
- *Australian Human Rights Commission Act 1986*
- *Federal Human Rights Commission 1300 656 419*  
*[http://www.humanrights.gov.au/complaints\\_information/](http://www.humanrights.gov.au/complaints_information/)*

*I propose the following two (2) solutions:*

- *To provide a formal written apology for the inconvenience caused*
- *To provide a full refund.*

*According to Fusion Graphix Conflict and Problem Resolution Policy and Procedure, the steps to resolve the situation are the following:*

- *The complainant will lodge a formal complaint by notifying their supervisor or manager using the Fusion Graphix Conflict Resolution/Complaint Form*
- *The supervisor or manager will hold a meeting with the complainant and a support person (if requested by the complainant) within one week of receiving the complaint form.*
- *An investigation will take place to establish the facts. This usually leads to a formal report being prepared within two weeks, with the agreement of the complainant.*
- *Before the report is finalised, the investigation includes:*
  - *a copy of the complaint form or a summary is provided to the person/s (the subject of the complaint)*
  - *the person/s provides a formal written response to the complaint*
  - *interviews take place, obtaining statements from staff and others who can help ascertain the facts*
  - *documentation is obtained*
  - *options to resolve the matter are discussed with those involved in the complaint*
- *A written recommendation based on the report is provided to all involved in the complaint.*
- *A final decision will be made with input from those involved and implemented*
- *Monitoring and evaluation take place to ensure the recommendations are successful*
- *Feedback on the process is obtained from the people involved, and recommendations to improve to the process are obtained.*
- *If the complainant is still not satisfied, they can speak with their manager or Fusion Graphix CEO*
- *If the complaint is still not resolved, the complainant has the right to refer the issue to Fair Work Australia or the respective state workplace authority for advice*

*Regards,*

*Lionel Boyle*

*Marketing Manager*

Regards,

<<Add your name here>>

<<Add your job position here>>



1 King Street, Sydney, NSW 2000

Phone: 02 987 654

### Activity 3

This task requires you to record a voicemail message.

To ensure this issue is handled appropriately, you are required to call John Lewis and relay the content of your email to him outlining your findings and resolution strategy (maximum four (4) minutes). You will use the recording option on the LMS to record your voicemail message.

**Assessor instructions:** Students must demonstrate they have:

- communicated the information they provided in the email in Activity 2 verbally
- adhered to the four (4) minute timeline.



**Assessment checklist:**

Students must have completed all activities within this assessment before submitting. This includes:

Assessment 3		
1	Activity 1	<input type="checkbox"/>
2	Activity 2	<input type="checkbox"/>
3	Activity 3	<input type="checkbox"/>



**Congratulations you have reached the end of Assessment 3!**

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