



Unit 2: Stage 4 Senior Management

Case study information

At the Stage 4 Senior Management assessment, learners will be asked questions in relation to a case study to fulfil the assessment criteria for:

- Learning Outcome 6 - Understand financial requirements for an equestrian business
- Learning Outcome 8 - Understand different marketing opportunities.

The case study will be given to the learner on the assessment day. An example of the type of case study that will be provided is given below. **Please note** this is an example and this case study will not be used on the assessment day.

Moorland Riding Centre

Moorland Riding Centre is trekking centre based next to a National Park. The majority of its business is seasonal. The centre provides hacking and trekking including longer day rides. Business is busiest from March to October. All treks and hacks are charged at the same hourly rate and prices have not been reviewed for some time. The centre currently does not provide any lessons although one of the permanent staff members holds a coaching qualification.

The centre has a website and advertises online with its main focus on attracting business over the summer. The centre would like to expand their business to offer lessons and hacks for local clients and have been approached by a local school to provide lessons offered as part of an afterschool activity scheme. The business is situated next to a property that has a number of holiday cottages. They have been approached by the owners of the neighbouring property who wish to form a partnership in order to provide riding holidays.

The business has two full time staff members and takes on a further two full time staff members and two part time staff members from March to October.

Learners will be given an additional case study and asked questions to fulfil:

- Learning Outcome 10 – Understand how to manage grassland.

An example of the type of case study that will be provided is given below. **Please note** this is an example and this case study will not be used on the assessment day.

New livery yard

You have purchased a property with land, you intend to set up a livery business. You have 10 acres, some of the land has previously been grazed by sheep. It is now December, you would like to start to advertise for livery clients and have livery services available by March.