**Mini Project & Final Review**

***Summary***

**Reading Summary:**  
Students complete a mini project using all skills learned. They choose a Dutch business, apply command verbs, and reflect on their growth.

**Key Skills:**

* Project planning
* Applying command verbs
* Reflective writing

**Mini Task:**  
Write a letter to your future self about what you have learned and your goals.

***Classwork***

**Introduction**

You have made it to Chapter 10—well done! Over the last nine chapters, you have built a toolkit of skills: independent learning, research, professionalism, command verbs, and assessment strategies. Now it’s time to bring it all together in your **Mini Project**.

This chapter is about **application and reflection**. You will complete a final task that shows what you have learned, and you will take a moment to look back on your journey. Think of this as your BTEC Prep “final showcase.”

A close-up of a logo

AI-generated content may be incorrect.

**What Is the Mini Project?**

The Mini Project is a short assignment that asks you to apply multiple skills from the course. You will choose a **real Dutch business** and respond to a brief using command verbs like *analyse*, *evaluate*, and *justify*.

**Your Task Might Include:**

* Researching a company (e.g. Tony’s Chocolonely, Chocomel, Heineken)
* Analysing its marketing or branding strategy
* Evaluating its effectiveness
* Justifying a recommendation for improvement
* Referencing your sources using Harvard style

**Tip:** This is your chance to show independence, professionalism, and critical thinking. Treat it like a real client project.

**How to Structure Your Mini Project**

A strong project has a clear structure. Here’s a suggested outline:

**1. Introduction**

Briefly introduce the company and the focus of your project.

**2. Analysis**

Break down the company’s strategy (e.g. pricing, branding, distribution). Use facts and examples.

**3. Evaluation**

Judge how effective the strategy is. Mention strengths, weaknesses, and impact.

**4. Justification**

Make a recommendation and defend it with evidence.

**5. Conclusion**

Summarize your findings and reflect on what you learned.

**6. Reference List**

Include all sources in Harvard format.

**Final Reflection: What Have You Learned?**

The second part of Chapter 10 is about **looking back**. Reflection helps you understand your growth and set goals for the future.

**Questions to Consider:**

* What skills have you developed during this course?
* Which command verbs do you now feel confident using?
* How has your professionalism improved?
* What challenges did you overcome?
* What are your goals for your next course or career step?

**Tip:** You can write your reflection as a short essay or a letter to your future self.

**Real-Life Scenario**

Imagine you are applying for a vocational course in Business. The interviewer asks:

“Can you give an example of a project where you applied multiple skills?”

You describe your Mini Project:

* You researched Tony’s Chocolonely
* Analysed their ethical branding
* Evaluated their impact on customer loyalty
* Justified a new packaging idea
* Used Harvard referencing
* Reflected on your learning

That’s a powerful answer—and it shows you are ready for the next step.

**Common Mistakes to Avoid**

| **Mistake** | **Why It’s a Problem** |
| --- | --- |
| Choosing a fictional company | You need real data and sources ❌ |
| Ignoring command verbs | You miss the grading criteria ❌ |
| Forgetting to reference sources | Risk of plagiarism ❌ |
| Writing without structure | Your ideas feel unclear ❌ |
| Skipping reflection | You miss a chance to show growth ❌ |

**Reflection Questions**

* What part of the Mini Project are you most excited about?
* Which skill from the course helped you the most?
* How will you use these skills in future assignments or jobs?
* What advice would you give to someone starting BTEC Prep?

**CLASSIFICATION OF YOUR DIPLOMA!!!**

**There are two types of Diplomas that you can achieve in BTEC: a Diploma OR an Extended Diploma. The extended Diploma is an Excellence Trajectory that is offered to students.**

**Open the file below and download it. Use it regularly to keep track of your Diploma and check what your final outcome would look like.**

[Calculate your Final Diploma Level.xlsx](https://o365zadkine-my.sharepoint.com/:x:/g/personal/0112278_zadkine_nl/EV1IJF3LiaJAkgtjRhz82RIB__DrTSbx_8ptKC5B_7NJDg?e=qaaIRB)

***Homework & Reading Tasks***

**Homework Task - (Peer Evaluation for Homework):**  
Complete your **Mini Project** using the structure above. Then write a **letter to your future self** (5–7 sentences) that includes:

* What you have learned in BTEC Prep
* What skills you are proud of
* What goals you want to achieve next
* One reminder or piece of advice for your future self

**Example:**

Dear Future Me,  
I’ve just finished my BTEC Prep course and I am proud of how much I’ve grown. I’ve learned how to research, analyse, and present ideas professionally. My biggest achievement was completing the Mini Project with confidence. I hope you remember to stay organized and use feedback wisely. Keep aiming high—you have got this.  
From, James

**Mini-Project Guidelines**

**Step 1: Choose a Dutch Business**

Pick a real company based in the Netherlands. Here are a few strong options:

* **Chocomel** – iconic Dutch chocolate milk
* **Heineken** – global beer company
* **Albert Heijn** – supermarket chain
* **Bitterbalen B.V.** – fictional example if needed for creative freedom

Let me know which one you’d like to focus on—or I can help you choose based on your interests.

**Step 2: Understand the Brief**

Here’s a sample brief we can use:

**Scenario:** You work for a Dutch food company preparing a report for senior management.  
**Task:** Analyse the company’s branding strategy, evaluate its effectiveness, and justify one recommendation for improvement.  
**Command Verbs:** *Analyse*, *Evaluate*, *Justify*  
**Format:** Short report with Harvard referencing

**Step 3: Structure Your Project**

Here’s a suggested outline:

**1. Introduction**

Briefly introduce the company and the focus of your report.

Example: “This report examines the branding strategy of Tony’s Chocolonely, a Dutch chocolate company known for its ethical mission.”

**2. Analysis**

Break down the branding strategy into parts (e.g. packaging, messaging, social media, tone of voice).

Example: “Tony’s uses bold colours, irregular chocolate shapes, and storytelling to highlight its anti-slavery mission.”

**3. Evaluation**

Judge how effective the strategy is. Mention strengths, weaknesses, and impact.

Example: “The strategy is highly effective in attracting socially conscious consumers, but may alienate buyers who prioritise price over ethics.”

**4. Justification**

Make one recommendation and defend it with evidence.

Example: “I recommend simplifying the packaging design to improve shelf visibility. Research shows that minimalist packaging increases impulse purchases (Smith, 2023).”

**5. Conclusion**

Summarise your findings and reflect on what you learned.

**6. Reference List**

Include all sources in Harvard format.

Example:  
Tony’s Chocolonely. (2023). *Annual Impact Report*. Retrieved from [www.tonyschocolonely.com](http://www.tonyschocolonely.com)  
Smith, J. (2023). *Consumer Packaging Trends*. Retail Weekly.

**Step 4: Research Support**

I can help you find English-language sources, paraphrase key points, and format your references. Just tell me which company you are using and what aspect you want to focus on (e.g. marketing, branding, packaging, sustainability).