

SUMMER WORK BUSINESS

Head of Department

Mr A Grace

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Exam Board

Edexcel

Specification

8BS0/9BS0

COURSE DETAILS

Examination

The course is examined at the end of Year 12 and as a whole at end of Year 13.

Year 12

For a business to operate effectively, tasks must be carried out by different functional areas (or departments) such as marketing, people, finance and operations.

Theme 1 enables students to understand how businesses identify opportunities and focus on developing a competitive advantage through interacting with customers. Students develop an understanding of how businesses need to adapt their marketing to operate in a dynamic business environment. This theme also considers people, exploring how businesses recruit, train, organise and motivate employees, as well as the role of enterprising individuals and leaders.

In **Theme 2**, students develop an understanding of raising and managing finance, and measuring business performance. The theme outlines the importance of using resources efficiently within a business to ensure that goods or services can be delivered effectively and efficiently, and to a high quality. Students also consider the external influences that have an impact on businesses, including economic and legal factors.

Year 13

In Year 13, students explore influences on business strategy and decision-making (**Theme 3**), as well as explore business activity in a global context (**Theme 4**). Students learn about larger businesses and the challenges they face on both a day to day basis and in planning for the future, including the ethical and moral dimensions of global business activities.

SUMMER WORK FOR INTRODUCTION TO YEAR 12

TASK	TOPIC	
1.	Business Plan	Produce a business plan for a new business start-up idea of your choice. See attached sheet with instructions/question prompts

WIDER READING TO PREPARE FOR COURSE

- Bannatyne, D (2007) Anyone Can Do It: My Story, London: Orion
- Branson, R. (2015) The Virgin Way: How to Listen, Learn, Laugh and Lead, London: Virgin Books
- Bridge, R (2010) How I Made It: 40 Successful Entrepreneurs Reveal How They Made Millions, London: Kogan Page
- Cohan, W. D (2010) House of Cards: How Wall Street's Gamblers Broke Capitalism, London: Penguin
- Liker, J (2014) The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer, McGraw-Hill Education; Reissue edition
- Outram, C (2013) Making Your Strategy Work: How to Go from Paper to People, FT Publishing International
- Owen, J (2015) How to Manage: The Definitive Guide to Effective Management, Harlow: Pearson
- Schmidt, E (2015) How Google Works, London: John Murray
- Stone, B (2014) The Everything Store: Jeff Bezos and the Age of Amazon, London: Corgi

Year 12 AS Business

Preparation Project: Summer 2019

We would like to see what you're interested in and as such, would like you to produce a business plan for a new business start-up of your choice.

A business plan is a document that you create primarily for the bank (to obtain finance) but also to set out your idea so that **you** know what you're doing and so does anyone who works with you.



You can get ideas for your business through...

- your own **personal experience** and business experience
- **brain-storming** – this is a problem-solving and idea-generating technique in which individuals are asked to come up with many ideas as possible
- Gathering and analysing **primary and secondary research**

In your business plan you need to provide the following information:

1. What is the name of your business? Is the business product or service a brand new idea, or are you entering a market where this is provided already?
2. The objectives (key targets) of the business
3. Who will be running the business? Who will be delivering the product/service?
4. The firms operations: A brief paragraph on how you are going to produce the product/service, what raw materials are needed and any equipment you think you may need to obtain.
5. What are the main products/services you provide? What will be your unique selling point? How will you differentiate your product/service from rivals?
6. Where do you see your pricing to be in the market?
 - a. Top – highly priced
 - b. Medium – moderately priced
 - c. Bottom – cheaply priced*(Ext. Can you link this to any pricing strategies?)*
7. How will you promote your business?
 - a. Who is your target market?
 - b. What promotional method will you use and WHY?
8. Where will you sell your product? High street? Internet? Local area? National? International?
(Ext. Can you link to this methods of distribution also?)
9. Key Financials? What is your estimated selling price, sales revenue, costs and profit figures? *(Ext. Calculate the break-even output / produce a cash flow forecast for your business)*
10. What are the risks, rewards and opportunity costs of your idea?
11. An overall conclusion/judgement about why you think your business will be successful, which includes supporting evidence (primary and secondary research)



"It's not enough to just show up. You have to have a business plan."

Thank you and we look forward to seeing you all in September!