



Business - Year 10 Assessment Manifest

Paper 1 – Investigating a Small Business

– 90 Marks

1 Hour 45 Minutes 50% OF THE GCSE

<p>Content overview □ Topic 1.1 Enterprise and entrepreneurship □ Topic 1.2 Spotting a business opportunity □ Topic 1.3 Putting a business idea into practice □ Topic 1.4 Making the business effective □ Topic 1.5 Understanding external influences on business</p>		R	A	G
<p>Topic 1.1 Enterprise and entrepreneurship 1.1.1 The dynamic nature of business</p>	<p>Why new business ideas come about:</p> <ul style="list-style-type: none"> ● Changes in technology. ● Changes in what consumers want. ● Products and services becoming obsolete. ● How new business ideas come about: <ul style="list-style-type: none"> ○ Original ideas ○ Adapting existing products/services/ideas 			
<p>1.1.2 Risk and reward</p>	<p>The impact of risk and reward on business activity:</p> <ul style="list-style-type: none"> ● Risk: business failure, financial loss, lack of security ● Reward: business success, profit, independence 			
<p>1.1.3 The role of business enterprise</p>	<p>The role of business enterprise and the purpose of business activity:</p> <ul style="list-style-type: none"> ● To produce goods or services. ● To meet customer needs. ● To add value: convenience, branding, quality, design, unique selling points. <p>The role of entrepreneurship:</p> <ul style="list-style-type: none"> ● An entrepreneur: organises resources, makes business decisions, takes risks. 			

<p>Topic 1.2 Spotting a business opportunity</p> <p>1.2.1 Customer needs</p>	<p>Identifying and understanding customer needs:</p> <ul style="list-style-type: none"> • What customer needs are: price, quality, choice, convenience. <p>The importance of identifying and understanding customers: generating sales, business survival.</p>			
<p>1.2.2 Market research</p>	<p>The purpose of market research:</p> <ul style="list-style-type: none"> • To identify and understand customer needs. • To identify gaps in the market. • To reduce risk. • To inform business decisions. 			
<p>1.2.2 Market research</p>	<p>Types of market research:</p> <ul style="list-style-type: none"> • Methods of primary research: survey, questionnaire, focus group, observation • Methods of secondary research: Internet, market reports, government reports • The use of qualitative and quantitative market research data <p>The role of social media in collecting market research data.</p> <p>The importance of the reliability of market research data.</p>			
<p>1.2.3 Market segmentation</p>	<p>How businesses use market segmentation to target customers:</p> <ul style="list-style-type: none"> • Identifying market segments: location, demographics, lifestyle, income, age • Market mapping to identify a gap in the market and the competition 			
<p>1.2.4 The competitive environment</p>	<p>Understanding the competitive environment:</p> <ul style="list-style-type: none"> • Strengths and weaknesses of competitors based on: price, quality, location, product range and customer service. <p>The impact of competition on business decision making.</p>			

<p>Topic 1.3 Putting a business idea into practice</p> <p>1.3.1 Business aims and objectives</p>	<p>What business aims and business objectives are.</p> <p>Business aims and objectives when starting up:</p> <ul style="list-style-type: none"> ● Financial aims and objectives: survival, profit, sales, market share, financial security ● Non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control <p>Why business aims and objectives differ between businesses.</p>			
<p>1.3.2 Business revenues, costs and profits</p>	<p>The concept and calculation of:</p> <ul style="list-style-type: none"> ● Revenue ● Fixed and variable costs ● Total costs ● Profit and loss ● Interest 			
<p>1.3.2 Business revenues, costs and profits</p>	<p>Interpretation of break-even diagrams:</p> <ul style="list-style-type: none"> ● The impact of changes in revenue and costs ● Break-even level of output ● Margin of safety ● Profit and loss 			
<p>1.3.3 Cash and cash-flow</p>	<p>The importance of cash to a business:</p> <ul style="list-style-type: none"> ● To pay suppliers, overheads and employees. ● To prevent business failure (insolvency). ● The difference between cash and profit. <p>Calculation and interpretation of cash-flow forecasts:</p> <ul style="list-style-type: none"> ● Cash inflows ● Cash outflows ● Net cash-flow ● Opening and closing balances 			
<p>1.3.4 Sources of business finance</p>	<p>Sources of finance for a start-up or established small business:</p> <ul style="list-style-type: none"> ● Short-term sources: overdraft and trade credit ● Long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding 			
<p>Topic 1.4 Making the business effective</p> <p>1.4.1 The options for start-up and small businesses</p>	<p>The concept of limited liability:</p> <ul style="list-style-type: none"> ● Limited and unlimited liability. ● The implications for the business owner(s) of limited and unlimited liability. 			

<p>1.4.1 The options for start-up and small businesses</p>	<p>The types of business ownership for start-ups:</p> <ul style="list-style-type: none"> • Sole trader, partnership, private limited company. • The advantages and disadvantages of each type of business ownership. <p>The option of starting up and running a franchise operation:</p> <ul style="list-style-type: none"> • The advantages and disadvantages of franchising. 			
<p>1.4.2 Business location</p>	<p>Factors influencing business location:</p> <ul style="list-style-type: none"> • Proximity to: market, labour, materials and competitors • Nature of the business activity • The impact of the internet on location decisions: e-commerce and/or fixed premises 			
<p>1.4.3 The marketing mix</p>	<p>What the marketing mix is and the importance of each element:</p> <ul style="list-style-type: none"> • Price, product, promotion, place 			
<p>1.4.3 The marketing mix</p>	<p>How the elements of the marketing mix work together:</p> <ul style="list-style-type: none"> • Balancing the marketing mix based on the competitive environment. • The impact of changing consumer needs on the marketing mix. • The impact of technology on the marketing mix: e-commerce, digital communication. 			
<p>1.4.4 Business plans</p>	<p>The role and importance of a business plan:</p> <ul style="list-style-type: none"> • To identify: the business idea; business aims and objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix. <p>The purpose of planning business activity:</p> <ul style="list-style-type: none"> • The role and importance of a business plan in minimising risk and obtaining finance. 			
<p>Topic 1.5 Understanding external influences on business 1.5.1 Business stakeholders</p>	<p>Who business stakeholders are and their different objectives:</p> <ul style="list-style-type: none"> • Shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government <p>Stakeholders and businesses:</p> <ul style="list-style-type: none"> • How stakeholders are affected by business activity. • How stakeholders impact business activity. • Possible conflicts between stakeholder groups. 			

<p>1.5.2 Technology and business</p>	<p>Different types of technology used by business:</p> <ul style="list-style-type: none"> ● E-commerce ● Social media ● Digital communication ● Payment systems <p>How technology influences business activity in terms of:</p> <ul style="list-style-type: none"> ● Sales ● Costs ● Marketing mix 			
<p>1.5.3 Legislation and business</p>	<p>The purpose of legislation:</p> <ul style="list-style-type: none"> ● Principles of consumer law: quality and consumer rights ● Principles of employment law: recruitment, pay, discrimination, and health and safety <p>The impact of legislation on businesses:</p> <ul style="list-style-type: none"> ● Cost <p>Consequences of meeting and not meeting these obligations.</p>			
<p>1.5.4 The economy and business</p>	<p>The impact of the economic climate on businesses:</p> <ul style="list-style-type: none"> ● Unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates 			
<p>1.5.5 External influences</p>	<p>The importance of external influences on business: introducing the idea that some factors beyond the business can impact on the business</p>			
<p>1.5.5 External influences</p>	<p>Possible responses by the business to changes in: technology, legislation, the economic climate.</p>			

