

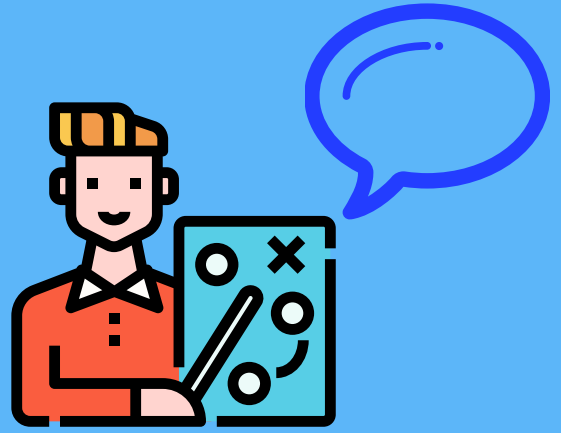
Pre-C6th Home Study

UNIVERSAL PROJECT FOR YEAR 11 HOME LEARNING - BUSINESS STUDIES

THE BRIEF

FOLLOWING YOUR PHENOMENAL SUCCESS IN GCSE BUSINESS STUDIES, YOU HAVE DECIDED TO USE YOUR ENTERPRISE SKILLS AND KNOWLEDGE TO START YOUR OWN BUSINESS. YOU NEED TO PUT TOGETHER A BUSINESS PLAN DETAILING YOUR IDEA TO SECURE A LOAN FROM THE BANK.

STEP
01



WHAT TO INCLUDE

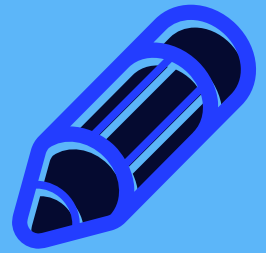
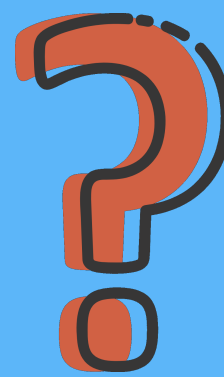
YOU HAVE DECIDED TO OPEN A BUSINESS (EG A SMOOTHIE BAR) IN CORSHAM AS YOU FEEL THAT THERE IS A GAP IN THE MARKET AND THAT THE IDEA WOULD BE POPULAR WITH YOUNG PEOPLE IN THE AREA. USE YOUR ENTERPRISE SKILLS TO ANSWER THE QUESTIONS BELOW.

STEP
02



CREATE A QUESTION

1. WHAT IS THE NAME OF YOUR BUSINESS?
2. WHAT PRODUCTS/SERVICES WILL YOU OFFER?
3. WHERE IS THE BUSINESS' LOCATION?
4. WHAT TYPE OF OWNERSHIP THE BUSINESS WILL HAVE AND WHY?
5. WHAT TYPE OF MARKET RESEARCH YOU WILL CONDUCT AND WHY? INCLUDE A COPY OF A QUESTIONNAIRE YOU HAVE DEVELOPED
6. WHO YOUR TARGET MARKET WILL BE? PROVIDE A PROFILE OF A TYPICAL CUSTOMER
7. WHAT RESOURCES YOU WILL NEED TO START THE BUSINESS?
8. HOW ARE YOU GOING TO FINANCE THE BUSINESS?
9. HOW WILL YOU PROMOTE YOUR BUSINESS? INCLUDE COPIES OF PROMOTIONAL MATERIALS
10. HOW MANY STAFF YOU WILL NEED? PROVIDE A COPY OF YOUR ORGANIZATION CHART
11. HOW WILL YOU MOTIVATE YOUR STAFF? PROVIDE A COPY OF A CONTRACT AND BENEFITS PACKAGE.



STEP
03



DO YOUR RESEARCH

USE THE LINKS BELOW TO EXPAND YOUR KNOWLEDGE ON STARTING YOUR OWN BUSINESS SO THAT YOU ENSURE YOU HAVE COVERED ALL THE BASICS.

STEP
04



CREATE YOUR PRODUCT

MAKE A POWERPOINT OR USE CANVA TO MAKE A BROCHURE FOR YOUR BUSINESS. INCLUDE PICTURES, GRAPHS AND TABLES WHERE APPLICABLE.

STEP
05



RESEARCH ADDRESSES TO HELP YOU

[HTTPS://WWW.TUTOR2U.NET/](https://www.tutor2u.net/)

[HTTPS://WWW.BBC.CO.UK/BITESIZE](https://www.bbc.co.uk/bitesize)

[HTTP://BUSINESSONLINE.CO.UK/](http://businessonline.co.uk/)

[HTTPS://WWW.BUSINESSWEEKLY.CO.UK/](https://www.businessweekly.co.uk/)

[HTTPS://WWW.LIBERIS.CO.UK/BLOG/SOURCES-OF-BUSINESS-FINANCE](https://www.liberis.co.uk/blog/sources-of-business-finance)

[HTTPS://WWW.GOV.UK/BUSINESS-FINANCE-SUPPORT](https://www.gov.uk/business-finance-support)

[HTTPS://SMALLBUSINESS.CO.UK/](https://smallbusiness.co.uk/)

THE GUARDIAN: [HTTPS://WWW.THEGUARDIAN.COM/UK/BUSINESS](https://www.theguardian.com/uk/business)

THE INDEPENDENT: [HTTPS://WWW.INDEPENDENT.CO.UK/](https://www.independent.co.uk/)

THE FT: [HTTPS://WWW.FT.COM/](https://www.ft.com/)

REUTERS: [HTTPS://UK.REUTERS.COM/](https://uk.reuters.com/)