

Summer project for prospective Year 12 students

Subject	Business Studies BTEC Extended National Diploma/Business Studies BTEC National Diploma
Member of staff to contact if further information required.	Miss McGinty
Skills/knowledge they are expected to gain	
Suggested text /book to read	<ul style="list-style-type: none"> ✓ Revise BTEC National Business Revision Guide: Second edition (REVISE BTEC Nationals in Business) ISBN-10: 129223056 ISBN-13: 978-1292230566 ✓ BTEC Nationals Business Student Book 1 + Activebook: For the 2016 specifications (BTEC Nationals Business 2016 ISBN-10: 1292126248 ISBN-13: 978-1292126241
Project	<p>You will be undertaking a project that will be demonstrating your creative thinking, presentation, ICT and writing skills as well as your interest in Business Studies subject.</p> <p>You are required to write a business report that explains a business idea you would like to start up.</p> <p>Your project will require you to come up with an interesting business idea for a product or service. Your business idea does not have to be based on a new product or service. If you are going to use an already existing idea for a product or service, make sure that it is somewhat different to competitors' products or services.</p> <p>Your report must include at least the following details:</p> <ul style="list-style-type: none"> ✓ Introduction to the business idea and the product/service, the name of the company or product/service and your aims and goals as a business. ✓ Type of business ownership – with a justification as to why you have chosen the particular style. ✓ Marketing information – this should include the details of what the product/service is (maybe some photos or drawings of it if relevant); who your target market is; where and how you will promote your product/service; where you will sell the product/service; whether there is a gap in the market or not; any market data such as sales trends, market growth and competitors within the market.

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| | <ul style="list-style-type: none">✓ Financial information – this should include costs of production (if you are manufacturing it yourself) or the costs of buying the product from suppliers; the price of the product/service; the profit you are expecting to make on each product; how you will finance your business.✓ Location – where your business will be located, which can include a website for the business; the costs of the shop rent and/or building a website; any other distribution channels.✓ Suppliers and operations – if you are manufacturing, what type of production method you will use; where you will produce; local or international suppliers; how long it will take to get the products ready for sale, etc.✓ Employees – how many people you will be employing, what kind of skills you would need in your employees and why. |
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