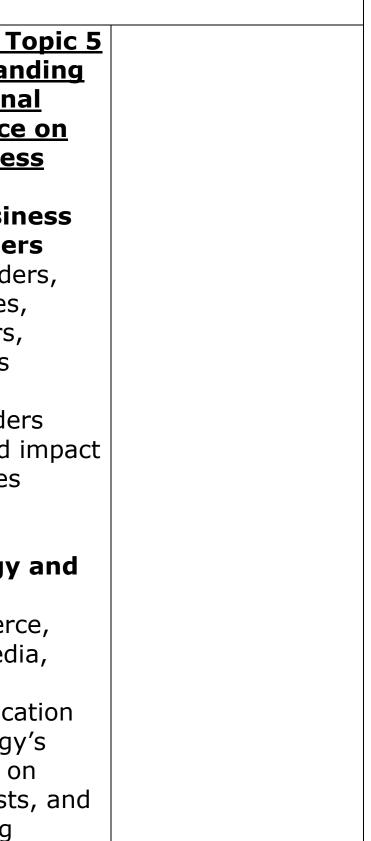
| Subject: GCSE Bus | siness | | | |
|---|--|---|---|--|
| Year: Y10 | | | | |
| Paper 1 Topic 1 – Enterprise and entrepreneurship | Paper 1 – Topic Spotting a business opportunity | 2 Paper 1 – Topic 3 Putting a business idea into practice | Paper 1 – Topic 4 Making the business effective | Paper 1 – T Understar <u>extern</u> influence |
| 1.1.1: The Dynamic Nature | 1.2.1: Customer | | 1.4.1: The | busine |
| of Business Changes in technology, consumers, and products becoming obsolete New business ideas: original ideas and adaptations | Needs Identifying customer needs (price, quality, choice, convenience) Importance of understanding customer needs (sales, survival) 1.2.2: Market | Financial and non-financial objectives How aims differ between businesses 1.3.2: Business Revenues, Costs, | Options for Start- up and Small Businesses • Limited vs. unlimited liability • Sole trader, partnership, private limited company 1.4.2: Business Location | 1.5.1: Busin Stakeholde Shareholde employees customers, managers How stakeholde affect and businesses |
| 1.1.2: Risk and Reward Risks (failure, financial loss, security) Rewards (success, profit, independence) | Research Purpose: identifineeds, reducerisk Primary and secondaryresearch methods | fy and Profits Calculating revenue, costs, and profits Break-even analysis and interpretation 1.3.4: Sources of Business Finance | Proximity to market, labour, materials, competitors Internet impact on location decisions 1.4.3: The Marketing Mix | Technology Business E-commerce social med digital communication Technology influence of sales, costs marketing |



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