Business summer work

Read:

https://www.bbc.co.uk/news/business

https://www.bbc.co.uk/news/business/companies

https://news.sky.com/business

Watch:

https://www.ted.com/

https://www.ted.com/talks/ten_lessons_for_success_in_business

https://www.ted.com/talks/julissa_prado_3_rules_to_help_you_build_a_successful_business?language=en

Listen:

UK business startup podcast:

Summer tasks:

Complete Unit 4 P1 & P2 (see page 2).

Complete 3 research portfolios: This should be 1 case study of business startup and 2 business news case studies (the links above will help with this).

Guidance:

Business startup	Business news
The recurring fundamentals of starting a business Real examples of difficulties a given business had when starting up Key aspects to surviving early on Chronological timeline for the business to data	The headline of the new article A brief outline of the business involved A summary of what has happened How what had happened will impact different stakeholders A follow up where relevant

Today's lesson: Unit 4 P1 & P2

Task	Theory	Application
P1: Different types of customers: • Internal and external customers • Returning customers • One-off customers • Potential/new customers	*Explain all the bullet points in general terms- this will need research using the text book/ internet.*	*Apply each point to McDonald's with a full explanation.*
P2: What influences customer behaviour: • Customer needs and expectations • Customer demographics • Cultural differences • Location • Level of satisfaction • Low often they need to interact with the business	*Discuss each point and explain how it could influence what a customer might need from the business.*	*Explain the actions McDonald's has taken in response to each point.*