

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

Today's lesson: Unit 4 P1 & P2

| Task | Theory | Application |
|--|---|--|
| P1: Different types of customers: <ul style="list-style-type: none">• Internal and external customers• Returning customers• One-off customers• Potential/new customers | <i>Explain all the bullet points in general terms- this will need research using the text book/ internet.</i> | <i>Apply each point to McDonald's with a full explanation.</i> |
| P2: What influences customer behaviour: <ul style="list-style-type: none">• Customer needs and expectations• Customer demographics• Cultural differences• Location• Level of satisfaction• How often they need to interact with the business | <i>Discuss each point and explain how it could influence what a customer might need from the business.</i> | <i>Explain the actions McDonald's has taken in response to each point.</i> |