

# 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/ten_lessons_for_success_in_business)

[https://www.ted.com/talks/julissa\\_prado\\_3\\_rules\\_to\\_help\\_you\\_build\\_a\\_successful\\_business?language=en](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
<b>P1: Different types of customers:</b> <ul style="list-style-type: none"><li>• Internal and external customers</li><li>• Returning customers</li><li>• One-off customers</li><li>• Potential/new customers</li></ul>	<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>
<b>P2: What influences customer behaviour:</b> <ul style="list-style-type: none"><li>• Customer needs and expectations</li><li>• Customer demographics</li><li>• Cultural differences</li><li>• Location</li><li>• Level of satisfaction</li><li>• Low often they need to interact with the business</li></ul>	<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>