BTEC Business Studies Level 3, *Unit 1 Exploring Business*

Assignment 1- P1 Checklist   **Deadline date:**

Assessment Criteria	Title – Learning Aim A – Explore the features of different businesses and what makes them successful	Tick when complete
Method Used	Using Microsoft Word write a report about the features of two contrasting businesses	
	A.P1 Explain the features of two contrasting businesses **Business 1 (Profit Making)**	
	FOR EVERY POINT MADE MAKE SURE YOU BACK IT UP WITH COMPANY SPECIFIC EXAMPLES	

Task 1	• In full sentences introduce your business explaining:-
	   o **Describe** what the business does
	   o What is **the purpose** of the business? (**unit content A1** – supply of goods and services)
	   o Profit from the last 2 years
	   o No. of employees.	

Task 1	• **Ownership**: -
	   o **Describe** the type of ownership your chosen business uses?
	   o **Explain** the advantages and disadvantages of the type of ownership to the business?
	   o **Explain** the type of liability your business has and the impact this has on the business?
	   o **Explain HOW** the type of ownership chosen helps the business to be successful	

Task 1	➤ **Size and Scope: -**
	   • **Describe** the size of the business – is it large, small or medium?
	   • **Explain** how you know this e.g. no. of employees, profit made, and number of stores.
	   • **Describe** the scope/scale of the business activities (local, national or international) -
	   • **Explain** evidence you have found to back this up e.g. no. of countries it operates in.
	 ➤ **Explain HOW** the size and scale helps the business to be successful e.g. larger businesses with more employees will have more skills to utilize to improve the products and services.	

Task 1	➤ **Sectors:-**
	   • **Describe** in detail the business activities for the organisation, considering whether they are in the primary, secondary or tertiary sector, and give valid reasons for your decision.
	   • **Describe** in detail whether the organisation is in the public sector or private sector, voluntary or not for profit.	

Task 1	➤ **Aims and Objectives :-**
	 ➤ **What is the difference between an aim and objective?**
	   • **Identify** the aims and objectives of the business (do not just copy them off the internet, you need to explain what they mean and who they are effecting)
	   • **Explain** how these relate to the size and purpose of the business. (Would all the stores worldwide have the same aims? Would store managers have individual targets) what aims are linked to the purpose of the business which is for Tesco "Serving Britain's shoppers a little better every day".
	   • **Explain** how the aims and objectives help the businesses to become successful e.g. by having an aim of increasing profit and objectives to do this	

	by increasing the product range the business will become more successful as they will expand financially and with their products.	

Task 1	➢ **Reasons for Business Success**
	• **Explain how success is defined/measured for different businesses, e.g.**
	    ▪ Not-for-profit business like Cancer research UK would measure success by breakthrough by their scientists in cancer research
	    ▪ Profit making business measure success in how much sales they have each year or increased profits.
	    ▪ A school have different criteria for success (number of A*-C grades) to ASDA (Profit, brand awareness).
	• **Explain** the reasons for the businesses success and how they differ depending on the type of business (profit or not for profit)
	    ▪ **Employing staff** – successful businesses may hire more staff to expand.
	    ▪ **Developing products** – Successful businesses can expand the range of products they sell why?
	    ▪ **Criteria for success** –**Consider the organisationa**l structure and functional areas – do they contribute to the success of the business? Why/why not?
	    ▪ **Increased advertising**
	    ▪ **Sponsorship**	

Repeat same process for business 2 (Not for Profit)		

You must include a bibliography table with each webpage you used. You must detail what you used each page for. If you use any textbooks for research you must include the name of the textbook and what you used it for.

Example

Webpage used	What it was used for
https://www.hokh.org/about-us/our-team	To find out the organisation structure of Heart of Kent Hospice

All work must be handed in with your name on it and it will not be accepted unless it comes with this checklist and is in a plastic wallet.