

**Year 10 GCSE Topic 1.2 and 1.4 Spotting a Business Opportunity & making it effective**



**LITERACY/NUMERACY:** Numeracy work being done here as pupils manage business finances. Literacy being constantly developed through key terminology such as market research, market segmentation, ownership etc

**PROJECT OVERVIEW** Introduction and overview to small businesses. How and why are small businesses created? Overview of key features of small businesses and recognition that small businesses operate in all economic and geographical areas.

**FINAL PRODUCT / ASSESSMENT**  
A mid topic assessment and an end of topic assessment.

**FEEDBACK:**  
On-going through class-work and formative assessments.  
Verbal feedback  
Think pink go green guidance

**Wider reading**  
[www.bbc.co.uk/education](http://www.bbc.co.uk/education)  
[www.gcsepod.com](http://www.gcsepod.com)

**PLC: SUCCESS CRITERIA (Personal Learning Checklist)**

**SMSC & BRITISH VALUES**  
Financial knowledge—social

**PAC VALUES**  
Managing a business—Success  
Knowing how to work as a team—work ethic

**CROSS CURRICULAR LINKS**  
Links to economics, English and Mathematics

1/2	I can identify customer needs
	I can link product features to customer needs
3/4	I can explain how not meeting customer needs can affect business
	I can describe types of market research
5/6	I can interpret data
	I can apply market research to business decisions
7/8	I can name competitors and suggest ways to outmaneuver competitors
	I can explain adv and disadvantages of competitors
9/10	I can describe types of ownership
	I can explain adv and disadvantages
11/12	I can suggest suitable ownership
	I can list factors affecting suitable location
11/12	I can analyse the impact of e-commerce on business activity
	I can explain how the marketing mix works together
11/12	I can explain the pros and cons of a marketing mix

WK	CONTENT	OBJECTIVE
1/2	<p><b>Customer Service</b> Identifying and understanding customer needs: What customer needs are: price, quality, choice, convenience. Pupils will learn the importance of identifying and understanding customers: generating sales, business survival.</p> <p>The importance of identifying and understanding customers: generating sales, business survival. The purpose of market research: To identify and understand customer needs. To identify gaps in the market. To reduce risk. To inform business decisions.</p>	<p>GREAT– I can identify customer needs GREATER– I can explain why understanding customer needs can generate profit GREATEST– I can suggest appropriate products/services that will fulfil customer needs and justify my opinion</p>
3/4	<p>Types of market research: Methods of primary research: survey, questionnaire, focus group, observation Methods of secondary research: Internet, market reports, government reports The use of qualitative and quantitative market research data</p> <p>The role of social media in collecting market research data. The importance of the reliability of market research data. How businesses use market segmentation to target customers: Identifying market segments: location, demographics, lifestyle, income, age Market mapping to identify a gap in the market and the competition</p>	<p>GREAT– I can describe types of market research GREATER– I can interpret data GREATEST– I can apply market research to business decisions</p>
5/6	<p>Understanding the competitive environment: Strengths and weaknesses of competitors based on: price, quality, location, product range and customer service. The impact of competition on business decision making.</p>	<p>GREAT– I can name competitors GREATER– I can explain adv and disadvantages of competitors GREATEST– I can suggest ways to outmaneuver competitors</p>

WK	CONTENT	OBJECTIVE
7/8	<p>The concept of limited liability: Limited and unlimited liability. The implications for the business owner (s) of limited and unlimited liability. The types of business ownership for start-ups: Sole trader, partnership, private limited company. The advantages and disadvantages of each type of business ownership. The option of starting up and running a franchise operation: The advantages and disadvantages of franchising.</p>	<p>GREAT– I can describe types of ownership GREATER—I can explain adv and disadvantages GREATEST- I can suggest suitable ownership</p>
9/10	<p>Factors influencing business location: Proximity to: market, labour, materials and competitors Nature of the business activity The impact of the internet on location decisions: e-commerce and/or fixed premises What the marketing mix is and the importance of each element: Price, product, promotion, place</p>	<p>GREAT - I can list factors affecting suitable location GREATER– I can analyse the impact of e-commerce on business activity GREATEST– I can consider how the 4 p's apply to a given business</p>
11/12	<p>How the elements of the marketing mix work together: Balancing the marketing mix based on the competitive environment. The impact of changing consumer needs on the marketing mix. The impact of technology on the marketing mix: e-commerce, digital communication.</p>	<p>GREAT - I can explain how the marketing mix works together GREATER– I can explain the pros and cons of a marketing mix GREATEST– I can analyse the impact of technology on the marketing mix</p>