

<h1>BTEC Level 2 Certificate BUSINESS</h1>		
Name		
Level 2 Certificate Business	Introduction to Business	Summer 2019

**We are delighted you have chosen to study Level 2 Business at Worthing College.**

**Instructions:** This pack will help you make the best possible start to studying this subject.

The tasks in this pack:

- Should take you **about 8 hours to complete** – as a Level 2 BTEC course this is your main programme of study so more time has been allocated to this pack.
- Should be handed into your teacher when teaching starts – **from Monday 16<sup>th</sup> September** – with your name on it for assessment.
- Are also available on the internet – follow the links in the document.

**If you need help:** The tasks are designed to get a bit more difficult as you work through them as they are preparing you for studying at a higher level and to become an effective independent learner. You should try to get as far as you can working on your own but if you do need help, please email us at [gettingreadyfor@worthing.ac.uk](mailto:gettingreadyfor@worthing.ac.uk), telling us which Getting Ready For pack you are working on and what help you need. Help is available throughout the summer holidays.

Skills Focus for this Getting Ready for Pack	
<ul style="list-style-type: none"> <li>• Independent Research</li> <li>• Business Terminology</li> <li>• Formal Presentation</li> </ul>	<ul style="list-style-type: none"> <li>• Written Communication</li> <li>• Using IT</li> <li>• Time Management to meet deadlines</li> </ul>

**There is a PADLET link at the bottom of this document which has copies of all of the Tasks**

<b>Summer work – Introduction to Business</b>			
<b>Target</b>	<b>Type of task</b>	<b>Task and subject specific skill reference</b>	<b>Deadline</b>
	<b><u>TASK OVERVIEW</u></b> <b>SCENARIO:</b> You have decided that you would like to <b>start a business</b> . You need to secure funding for your business idea in order to launch it, so you have organised a presentation to a group of investors. If they think that you have identified a business opportunity they would like to invest in, they will invite you to present the business plan at a later date. <b>There are 2 tasks to complete for your new business idea (turn over for details)</b>		
<b>All</b>	Internet research & developing knowledge of business terminology and report writing	<b><u>TASK 1</u></b> You will need to research and collect information on the <b>local and national factors</b> which affect the business environment. <i>There is a PADLET link at the bottom of this document which has copy of the table you can use as a template for this task.</i>	Monday 16th September 2019

**TASK 1** You will need to research and collect information on the local and national factors which affect the business environment. The factors both Local and National are listed below – there is a template for this task on the Padlet Link. **Please use the template on the Padlet Link to complete this task** – you should use IT and print off. The report should include information on the likely effect of the following factors on a start-up business.

Any writing in **Blue** has a link to a website where you can find information for the factor.

### **Local factors** (e.g. competitors etc.)

#### Location

- Where are you located?
- Are you on the internet?
- Are you near your customers?
- Are you mobile and able to go to your customers?

#### Resources

- What physical resources do you need?
- What financial resources does a business start-up need?
- What human resources (people) do you need? What skills, qualifications do people need to work for you?

#### Competitors

- Who are your competitors?
- How big are they?
- What is their product range?

#### Customers

- Who are your customers? Age? Gender?
- Where are they?

### **National factors** ( e.g. political etc. )

#### Government support for start-up businesses

- [GOV.UK](https://www.gov.uk)
- What support does they offer?
- How can this help a start-up business?

#### Cost of borrowing/ loans - watch this BBC clip

- Interest rates - What is the current interest rate? Is it low or high?
- What does this mean for a start-up business borrowing money?
- What does this mean for customers who want to borrow money and spend money? Is the current interest rate good for them?
- What does this mean for businesses? Is it good or bad? Explain.

#### Taxation

- Use this link to [Tax Matters from HMRC](#) to help you define taxation
- Then go to the 'Tax and Society' section
- Select the 'Facts section'
- In the first section of your template identify what is paid for by taxation in this country
- In the second section use the following link to outline '[How taxation affects start up businesses](#)'
- What taxes will you have to pay?
- Does paying any of these taxes depend on the amount you make? Discuss.

#### Inflation

- Provide a definition
- Look at this link to [The Inflation Game](#) - explore the impact by changing the level inflation
- What happens if your business buys raw materials/ supplies? What happens to prices?
- What does it mean for the prices you charge customers for your product or service?

#### Employment

- Provide a definition
- Is high employment good or bad for your business?
- Is high unemployment good or bad for your business?

#### Exchange rates

- Provide a definition
- What is the current exchange rate for the £ against the \$US and the Euro?
- Is a strong exchange rate (£1 = \$2) good or bad for business?
- Is a weak exchange rate (£1 = \$1) good or bad for business?

<p><b>All</b></p>	<p><i>Internet research &amp; developing</i></p> <p><i>knowledge of business terminology and report writing</i></p>	<p><b><u>TASK 2</u></b>          You will also investigate the <b>factors that could affect the success</b> of our business idea.</p> <p><i>There is a PADLET link at the bottom of this document which has a copy of the table you can use as a template for this task.</i></p> <p><b>The factors you should consider are:</b></p> <ul style="list-style-type: none"> <li>• Political issues</li> <li>• Government support for businesses</li> <li>• Taxation</li> <li>• Employment levels</li> <li>• Inflation</li> <li>• Exchange rates</li> <li>• Cost of loans (interest rates)</li> <li>• Location of business</li> <li>• Resources required</li> <li>• Location of suppliers</li> </ul> <p><b>Please use the template on the Padlet Link to complete this task – you should use IT and print off.</b></p>	<p>Monday 16th September 2019</p>
<p><b>All</b></p>	<p><i>Introduction to Branding – the importance of brand image for business</i></p>	<p><b><u>TASK 3</u></b>          Identify the brand names of the 20 businesses shown on the PowerPoint on the Padlet Link.          Click on each number 1-20 and use the template to write the name of the organisation – some may not be a business. Remember that some famous people now have their own brand identity.</p> <p><i>There is a PADLET link at the bottom of this document which has a copy of a PowerPoint with the 20 brands images- there is also a table for you to complete - write in your answers.</i></p>	<p>Monday 16th September 2019</p>

[https://padlet.com/l\\_mccracken/Level2Business](https://padlet.com/l_mccracken/Level2Business)