



Subject	Qualification	Examination Board
Business	BTEC	AQA
Additional Information:		

### Task Overview:

Task 1: Make a grid and record all purchases for a week. Include:

- The item
- How often your purchase that item
- What influenced your purchase
- Score purchase out of ten after purchase
- Give Reason

Task 2: Go back to task 1 three weeks later and re-score all items and state whether you purchase again and why. Has your score changed and if so why?

Task 3: You will be running enterprise events during Year 12. Make a list of possible ideas and then choose your best. Research cost of purchase resources and items, think about how you would price items and why, work out how much profit per item you would make (sales price-cost of each item to purchase), think about what your challenges might be and what could help to make it a success.

Task 4: Design a questionnaire that you could use to ask whether people would purchase your item in Task 3 and check whether they would pay what you plan to charge.

Task 5: Watch the news every day, each week pick one news article and pick a business that could use the story as a business opportunity, explain what the business could do. (eg. Covid 19 - Tesco could increase its capacity for home delivery for isolated people)

Task 6: Write down all the skills that you think someone needs to be successful in business, self-assess yourself to see which you think you have.

Task 7: Find three job adverts in businesses that you would one day like to do and explain why, think about what you need to achieve to be able to do that job.

Task 8: Find ten adverts (make links to them if video format or copy if image) that you think make good adverts, explain why with each.

Task 9: Write a list of your ten favourite and ten least favourite brands and explain why.

### Success Criteria:

Ability to share work for all of the tasks and discuss your thoughts and explain the decisions that you made.

Ability to run a successful enterprise event in Year 12.

### Resources:

Access to the internet and news.

<b>How will the work produced will fit into subsequent work and the specification as a whole?</b>	
All tasks link in with topics learnt on the specification and will give a good contextual understanding of topics explored through the course.	
<b>How should the work should be presented?</b>	
Digitally.	
<b>Who should you contact if you should require further assistance with the work before the end of term?</b>	k.kenth@gildredgehouse.org.uk
<b>Length of time expected to complete tasks:</b>	2 hours per task
<b>Submission Requirements:</b>	Start of the course

<b>What equipment will be needed for the subject?</b>	
Pens, Paper, Calculator, Textbook (Details to follow), Laptop (ideally)	
<b>Optional Extension Task/Further Reading</b>	
Watch the business news every day.	