



| Year 12                               | Topics   |
|---------------------------------------|--|
| Theme 1: Marketing and people         | Students will develop an understanding of: <ul style="list-style-type: none"> <li>• Meeting customer needs</li> <li>• The market</li> <li>• Marketing mix and strategy</li> <li>• Managing people</li> <li>• Entrepreneurs and leaders.</li> </ul> |
| Theme 2: Managing business activities | Students will develop an understanding of: <ul style="list-style-type: none"> <li>• Raising finance</li> <li>• Financial planning</li> <li>• Managing finance</li> <li>• Resource management □ External influences.</li> </ul>                     |

| Year 13                                  | Topics  |
|--|---|
| Theme 3: Business decisions and strategy | This theme develops the concepts introduced in Theme 2. Students will develop an understanding of: <ul style="list-style-type: none"> <li>• Business objectives and strategy</li> <li>• Business growth</li> <li>• Decision-making techniques</li> <li>• Influences on business decisions □ Assessing competitiveness □ Managing change.</li> </ul> |
| Theme 4: Global business                 | This theme develops the concepts introduced in Theme 1. Students will develop an understanding of: <ul style="list-style-type: none"> <li>• Globalisation</li> <li>• Global markets and business expansion</li> <li>• Global marketing</li> <li>• Global industries and companies (multinational corporations).</li> </ul>                          |

### What can I use to help me prepare for A-level?

- GCSE revision guides - use to ensure you have the foundation knowledge needed.
- <http://www.bbc.co.uk/education/subjects/zpsvr82> - online GCSE study notes and revision guide
- [https://www.cgpbooks.co.uk/Student/books\\_gcse\\_business\\_studies.book\\_BUER41](https://www.cgpbooks.co.uk/Student/books_gcse_business_studies.book_BUER41) - specific revision guide for Edexcel GCSE Business
- Edexcel website <https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html> – if you want to find out more about what you'll be studying and how you will be assessed.

## Useful Websites

Though not an exhaustive list, these are some of the websites which you might find useful:

- <http://www.s-cool.co.uk/a-level/business-studies> - Revision website.
- <https://revisionworld.com/a2-level-level-revision/business-studies-level-revision> - Revision website.
- <https://www.tutor2u.net/business> - Study notes.

## Independent Study Tasks

### Task 1 (Theme 1)

Using the following link, research the difference between a niche market and a mass market:

<https://www.tutor2u.net/business/reference/niche-markets-and-mass-markets>

Once you have researched the different markets, and using the case study below, prepare an answer to the following question, including as much detail as possible:

**‘Assess the benefits and drawbacks of Shoe2U operating in the mass market’.**

### **Case Study: Shoe2U**

Waqar Younis set up Shoe2U in 2015. The firm makes use of the latest technology enabling Waqar to take on the giants like Clarks and Next in the £6 bn mass market for shoes in the UK. This is a crowded market with new online rivals like Zappos about to enter the UK to compete with established companies like Schuh. Fashions are constantly changing and companies need to be aware of the latest styles.

For Waqar, purchasing the latest 3D printers led to extensive borrowing with the bank, paying a rate of 14% p.a. on the loan. Other start-up costs involved a large warehouse for the leather and material particles used to feed the 3D printer. His friend Sanni had argued that he should not have purchased 3 machines immediately but Waqar was convinced he needed to be able to fulfil national demand from a variety of customers. After the start-up costs had been paid the working capital finance remaining was limited. However Waqar did manage to conduct some market research with a sample of 30 local people giving encouraging results about the potential demand for Shoe2U.

The business works by a customer downloading the Shoe2U phone app and then taking 3 different angled photographs of their feet using their smart phone. Once uploaded to the website the customer can design their shoes and submit this to the company who make it using the 3D printer before shipping to the consumer. Waqar learned about 3D printing while doing an Engineering degree at university. The particles are joined together from scratch to produce objects with no wasted material. Products are customised to the consumer’s own foot shape and design.

Companies like Nike are already using 3D printing to create perfect footwear for athletes. Eventually this could extend to shops such that a customer could go to a store to scan their feet before ordering some customised trainers.

### Task 2 (Theme 2)

Research the definitions to the following sources of finance:

| Source of finance      | Definition |
|------------------------|------------|
| <b>Bank loan</b>       |            |
| <b>Overdraft</b>       |            |
| <b>Trade Credit</b>    |            |
| <b>Leasing</b>         |            |
| <b>Share Capital</b>   |            |
| <b>Venture Capital</b> |            |
| <b>Selling assets</b>  |            |
| <b>Retained profit</b> |            |
| <b>Owner's capital</b> |            |
| <b>Grants</b>          |            |

|                      |  |
|----------------------|--|
| <b>Crowd funding</b> |  |
|----------------------|--|

*The answers to these questions will be given during your Business lessons.*