



The Ferrers
Sixth Form



Business BTEC

Transition material

Expectation:

Students will be well prepared for the start of the BTEC Level 3 course through researching possible businesses to focus on within their Unit 1 coursework.

Specification:

Exam board: Pearson BTEC Level 3 Business Studies

https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Business/2016/specification-and-sample-assessments/BTECNationals_Bus_ExCert_Spec.pdf

Key Resources:

- Access to the internet
 - You will benefit in typing your research up
-

Summer Task:

Task 1:

Pick four businesses, two must be charities.

You must research and make notes on the following;

- How is the business owned?
- What type of liability do they have?
- What is their purpose?
- What sector are they in?
- What is their business size?
- What products/services do they sell?
- Who is their target audience?

Task 2:

Pick one charity and one for profit business. These are the two businesses you will focus on for your course work.

For these two businesses you must; identify the businesses mission, values, and aims/objectives.

Task 3:

Evaluate what makes these businesses successful. Is it due to the superior quality of products/services or is it because they have a USP? You may come up with more than one reason.

Success Criteria:

You will have identified the aims and objectives for these businesses and how they have helped them to be successful.

You will have a clear understanding of the difference between 'for-profit' and 'non-profit' and how they operate within the market.