

Year 12 Summer Project

You are embarking on the first stage of your BTEC course!

You are going to study the purpose of different businesses, their structure, the effect of the external environment, and how businesses need to be dynamic and innovative to survive.

A business is any activity that provides goods or services, whether that is to make a profit or not. The common thread in business is that owners and employees are striving to satisfy customers. Nowadays, customers are more informed and have more options in terms of what they buy and who they buy from, so a successful business is one that balances satisfying their customers with selling products or providing services.

In your first unit, you will gain an overview of the key ingredients for business success, how businesses are organised, how they communicate, the characteristics of the environment in which they operate, and how this shapes them and their activities. You will also look at the importance of innovation and enterprise to the success and survival of businesses, with the associated risks and benefits.

Your project brief!



You have been accepted on a work placement in the Economic Development Unit at Buckinghamshire Council. The EDU is dedicated to helping businesses to start, grow and prosper.

You will be working with the officers who are responsible for publications, brochures and guides. You have been asked to research and collect information on two contrasting business and use this evidence to write a report on why businesses are successful.

The project!

The EDU has given a list of suitable businesses and you will need to carry out initial research on these businesses before selecting **two** contrasting businesses. To be contrasting it is suggested that you choose 1 business which is a not-for-profit and your second business should be either an LTD, franchise or PLC.

Business 1	Franchise	PLC	Ltd
Oxfam	McDonalds	Halifax	John Lewis
British Heart Foundation	Subway	British Airways	Arcadia Group
Water Aid	KFC	Barclays	Virgin Atlantic
Unicef	Burger King	Boots	Specsavers
RSPCA	Costa Coffee	Cadbury Schweppes	Anglian Water

You must include:

- ✓ Features of your two chosen businesses including an explanation of the type of ownership, liability (i.e. limited liability or unlimited liability), the sector they operate in (i.e. public or private? Primary, secondary or tertiary), scope of activities (do they operate on a local, national, international or global scale), purpose (what does the business do) and the size of the business (small, medium or large).

- ✓ A drawing of the organisational structure for each business and an explanation of the functional areas within the business (what are they and what do they do?)

- ✓ For both businesses tell me what their mission, vision and values are. What are their aims and objectives?

Due: First week back to school

Email any questions: srobinson@buckinghamschool.org

Look forward to seeing you in September!