

EDEXCEL GCSE BUSINESS 9-1



1.1 Enterprise and entrepreneurship

The dynamic nature of Business			
<ul style="list-style-type: none"> I know why new business ideas come about. (Changes in technology, changes in what consumers want and products and services becoming obsolete). I understand how new ideas come about: original ideas and adapting existing products/services/ideas. 			
Risk and Reward			
<ul style="list-style-type: none"> I understand the risks involved in opening a business; business failure, financial loss, lack of security. I understand the rewards involved in opening a business; business success, profit and independence. 			
The role of Business enterprise			
<ul style="list-style-type: none"> I know what a 'good' is. I know what a 'service' is. I understand the role of market research. I understand the importance of meeting customer needs. I understand the term 'Added Value'. I know how businesses could add value to their products/services. (Convenience, branding, quality, design and unique selling points). I can explain what an entrepreneur is. I can explain the role of an entrepreneur is to; organise resources, make business decisions and taking risks. 			
1.2 Spotting a business opportunity			
Customer needs			
<ul style="list-style-type: none"> I can identify what customer needs are; price, quality, choice and convenience. I understand the importance of identifying and understanding customers: (I.e. generating sales, business survival). 			

Market Research	😊	😐	☹️
<ul style="list-style-type: none"> • I understand the purpose of market research; (to identify and understand customer needs, to identify gaps in the market, to reduce risk, to inform business decisions). • I understand there are two methods of market research; primary and secondary. • I know examples of primary research methods (e.g survey, questionnaire, focus group, observation) • I know examples of secondary research methods (internet, market reports and government reports) • I know what qualitative data is. • I know what quantitative data is. • I understand the difference of qualitative and quantitative data. • I understand the role of social media in collecting market research data. • I understand the importance of the reality of market research data. 			
Market Segmentation	😊	😐	☹️
<ul style="list-style-type: none"> • I understand what a target market is. • I can identify market segments (i.e. location, demographics, lifestyle, income and age) 			
The competitive environment	😊	😐	☹️
<ul style="list-style-type: none"> • I understand what a competitor is. • I understand the term 'Competitiveness'. • • I can identify strengths and weaknesses of competitors based on; price, quality, location, product range and customer service. • I understand the impact competition can have on business decision making. 			
1.3 Putting a business idea into practice			
Objectives	😊	😐	☹️
<ul style="list-style-type: none"> • I know what business objectives are. • I know what business aims are. • I know the difference between an aim and an objective. • I know what financial objectives are and can give examples. (e.g. survival, profit, growth, sales, market share, financial security). • I know what non-financial objectives are. (e.g. social objectives, personal satisfaction, challenge, independence and control). 			

Business revenues, costs and profits	😊	😐	😞
<ul style="list-style-type: none"> • I know what Sales revenue is. • I know the formula for sales revenue. • I know what a fixed cost is. • I know what a variable cost is. • I know how to work out total costs. 			
Estimating revenues, costs and profits	😊	😐	😞
<ul style="list-style-type: none"> • I know what profit is. • I know the formula for profit. • I know what interest is. • I know the formula to calculate the interest. • I know what break-even is. • I know the formula to work out break-even. • I can interpret a break even diagram by labelling the break-even point, profit and loss. • I can describe the impact of changes in revenue on costs and the break-even output. • I know what the margin of safety is. 			
Cash and Cash flow	😊	😐	😞
<ul style="list-style-type: none"> • I know why cash is important to a business (to pay suppliers, overheads, employees, business failure (insolvency)). ○ I know the difference between cash and profit. ○ I know what 'cash flow' means. ○ I know what a cash flow forecast is. ○ I can calculate and complete cash flow forecasts. ○ I can list cash inflows ○ I can list cash outflows. ○ I can calculate net cash. ○ I can calculate opening and closing balances. 			
Sources of business finance	😊	😐	😞
<ul style="list-style-type: none"> ○ I know why businesses may need sources of finance. ○ I know what a short-term sources of finance is (i.e. overdraft and trade credit). ○ I know what a long-term sources of finance is (i.e. personal savings, venture capital, share capital, loans, retained profit and crowd funding). 			

1.4 Making business start-up effective			
The options for start-up and small businesses	☺	☹	☹
<ul style="list-style-type: none"> ○ I know what unlimited liability is. ○ I know what limited liability is. ○ I understand the implications for the business owner(s) of limited and unlimited liability. ○ I know what a sole trader is. ○ I know the advantages and disadvantages of sole traders. ○ I know what a partnership is. ○ I know the advantages and disadvantages of partnerships. ○ I know what a private limited company is. (Ltd). ○ I know what a public limited company is. (Plc) ○ I know the advantages and disadvantages of both types of limited company. ○ I know what a franchise is. ○ I know the advantages and disadvantages of franchises. ○ 			
Business Location	☺	☹	☹
<ul style="list-style-type: none"> ○ I understand that there are factors which would influence a business location. ○ A business may need to be near their market, near labour, near raw materials, and near competitors. ○ The location depends of the nature of the business. ○ The location depends on the impact of the internet on location decisions e-commerce and/or fixed premises. ○ 			
The Marketing Mix	☺	☹	☹
<ul style="list-style-type: none"> ○ I know what the marketing mix is. ○ I know the importance of each element in the marketing mix; price, product, place, promotion ○ I know how each element of the marketing mix work together ○ I know how businesses can balance the marketing mix based on the competitive environment. ○ I know the impact of changing customer needs on the marketing mix. ○ I know the impact of technology on the marketing mix: e-commerce, digital communication. 			
Business Plans	☺	☹	☹
<ul style="list-style-type: none"> ○ I know what a business plan is. ○ I know what a business plan contains; outline of business idea, business aims and objectives, description of target market, evidence of market research, forecast of revenue, cost and profit; cash-flow forecast, sources of finance; location; description of marketing mix. ○ I understand the role and importance of a business plan when obtaining finance. 			

1.5 Understanding the economic context

Market Demand and Supply

- I understand the term 'commodity markets'.
- I understand the terms 'demand' and 'supply'.
- I understand that the price of commodity markets depend on demand and supply.
- I can explain the difference between commodity markets and normal markets.
- I can explain the effect on small firms of price changes in raw materials and energy costs.

Interest rates

- I can define an interest rate.
- I can explain how changing interest rates affect small firms which tend to rely on overdrafts and loans for finance.
- I can analyse the impact of changing interest rates on consumer spending.

Exchange Rates

- I can explain what an exchange rate is.
- I can explain how changes in the £/\$ or £/€ affect small firms that trade abroad or face competition from abroad.
- I can analyse the impact of changing exchange rates on the price of imported and exported goods.
- I can calculate exchange rates on product prices.

The Business Cycle

- I understand the term 'economic growth'.
- I understand that economic activity tends to rise (boom) and fall (recession).
- I understand that as the economic activity changes it can have serious effects on small businesses.

Stakeholders

- I understand the term 'stakeholder'.
- I can list stakeholders for a business.
- I can explain how business decisions may impact on different stakeholders.
- I understand how there may be a conflict of interest between stakeholders.