

Year 12 into 13 Transition Summer Work Applied business Studies

Over the summer you need to make a start on your 2 coursework units which you will be completing over the course of year 13. Both coursework units have a cross curricular link and must be completed alongside/parallel to each other.

As discussed in class, the unit 5 & 8 you will cover in year 13 are mandatory units so it is vital you do the prep now to ensure you gain a good overall grade.

You MUST bring to your first lessons in September the work/prep you have completed over the summer.

You need to complete the below questions/tasks for each unit to prepare yourself.

Unit 5- Coursework (Developing a business proposal)

- You will investigate the processes required to develop, present and evaluate a business proposal
- You will develop a concise proposal and present this to funding providers.

Task

1. Conduct research and brain storm several potential business ideas for your proposal (consider 3-5 potential business ideas)
2. Select one business idea to develop as a business proposal.(Must include: name/logo of business idea, product/service you will provide, target market, location, why you have decided upon this idea.)
3. You will be required to undertake marketing, operations, human resources and financial plans of your selected business idea. So start preparing & make a rough plan of how you would do this for your business proposal. (Create a Business Plan).

Unit 8- Coursework (Marketing Communications)

This unit is integrated into the delivery of Unit 5

- You will investigate the use of marketing communications by small businesses (the business you have chosen in unit 5)
- Develop a marketing communications mix for your business proposal from unit 5 and recommend a schedule of marketing communications.

Task

Link this to unit 5 and start thinking about how you will market your business proposal.

1. Research what traditional or modern methods of marketing communications will you use?

2. Who will be your chosen target market? Why
3. How will you communicate your business idea towards your chosen target market
4. Research and find out what the buyer behaviour is/could be of your target market?
5. Research potential competitors (3 at least) and the threat they pose to your business idea
6. Research and find out what traditional & modern methods of marketing communications they use.