

BTEC Level 2 Certificate BUSINESS		Worthing College
Name		
Level 2 Certificate Business	Introduction to Business	Summer 2024

We are delighted you have chosen to study Level 2 Business at Worthing College.
Instructions: This pack will help you make the best possible start to studying this subject.

The tasks in this pack:

- Should take you **about 8 hours to complete** – as a Level 2 BTEC course this is your main programme of study so more time has been allocated to this pack.
- Should be handed into your teacher when teaching starts – **Monday 9th September 2024** – with your name on it for assessment.
- There is a Padlet link at the end of this document – you will find the tasks and templates/documents

If you need help: The tasks are designed to have a range of difficulty, as we are preparing you for studying at a higher level and to become an effective independent learner. You should try to get as far as you can working on your own but if you do need help, please email us at gettingreadyfor@worthing.ac.uk, telling us which Getting Ready For pack you are working on and what help you need. Help is available throughout the summer holidays.

Skills Focus for this Getting Ready for Pack	
<ul style="list-style-type: none"> • Independent Research • Business Terminology • Formal Presentation 	<ul style="list-style-type: none"> • Written Communication • Using IT • Time Management to meet deadlines

There is a PADLET link at the bottom of this document which has copies of all of the Tasks

Summer work – Introduction to Business

Deadline – Thursday 12th September 2024

The preparation work for BTEC Level 2 Business will introduce you to three of the units you will study on the course. Firstly **Unit 1: Enterprise in the Business World**, when you are required to propose a new business opportunity (start up business) (**Task 1**).

Another unit you will study on the course is **Unit 9: Principles of Marketing**, which is an external exam unit and you have been asked to define some key terms (**Task 2**).

Finally, for **Unit 3: Promoting a Brand**, which is a coursework unit you are required to identify 20 famous global brand from their logo (**Task 3**).

TASK 1- SCENARIO

You have decided that you would like to **start a business**. You need to secure funding for your business idea in order to launch it, so you have organised a presentation to a group of investors. If they think that you have identified a business opportunity they would like to invest in, they will invite you to present the business plan at a later date.

You will need to research and collect information on the **local and national factors** which affect the business environment.

COMPLETE THIS TASK ON THE TEMPLATE ATTACHED ON THE PADLET LINK BELOW

There is a PADLET link at the end of this document which has copy of the table you can use as a template for this task.

TASK 1

In this task you are required to propose a new business idea/start up business and then research/collect information on the local and national factors which affect the business (business environment). Do not make your new business idea something too large, a small start up and ideally something that you have an interest in and you think is suitable/Viable for Worthing as a changing town.

The factors both Local and National are listed below – there is a template for this task on the Padlet Link.

You will need to think of a new business start up idea for Worthing or the surrounding area.

Please use the template on the Padlet Link to complete this task – you should use IT and print off to submit your work to your teacher.

Any writing in **Blue** has a link to a website where you can find information for the factor.

Business idea *(overview of your new business proposal/start up*

- What is the name of your business idea/start up?
- What is the main focus of your business – what products or services will you be offering (or both)

Local factors *(e.g. competitors etc.)*

Location

- Where will your new business be located and why?
- Will you be on the internet? (ecommerce)
- Will you offer a face to face or remote service or both?
- Will you be near your customers or is this not importance for your business idea?
- Will you be mobile and able to go to your customers?

Resources

- What physical resources do you need for your business – shop/space/warehouse/remote?
- What financial resources will your business need as a new start up?
- What human resources (people) do you need? What skills, qualifications do people need to work for you?

Competitors

- Who are your competitors?
- How big are they?
- What is their product range?

Customers

- Who are your customers/target market for your new business? Age, Gender, Lifestyle?
- Where are your customers located?

Suppliers

- What suppliers will you need to work with for your new business?
- What is your strategy for working with suppliers – locally sourced, online, international, specialist

National factors *(e.g. political etc.)*

Government support for start-up businesses

- [GOV.UK](https://www.gov.uk)
- What support is available to you as a new business set up?
- How can this help your business proposal/start-up business?

Cost of borrowing/ loans - watch this BBC clip

- Interest rates - What is the current interest rate? Is it low or high?
- What does this mean for your start-up business when they are borrowing money?
- What does this mean for customers who want to borrow money and spend money? Is the current interest rate good for them?
- What does this mean for your business proposal/start up? Is it good or bad? Explain.

Taxation

- What taxes will you have to pay as a new business owner?
- Does paying any of these taxes depend on the amount of money you make as a new business owner?.

Inflation

- Provide a definition
- Try and explore the impact of a changing level inflation on your business
- What happens if your business buys raw materials/ supplies? What happens to prices?
- What does it mean for the prices you charge customers for products or services sold?

Employment

- Provide a definition of employment
- Is high employment good or bad for your business?
- Is high unemployment good or bad for your business?

Exchange rates

- Provide a definition of exchange rates
- What is the current exchange rate for the £ against the \$US and the Euro?
- Is a strong exchange rate (£1 = \$2) good or bad for your business? Is a weak exchange rate (£1 = \$1) good or bad for your business. Is your new business/start up affected by exchange rates or not?

TASK 2

Introduction to Marketing – Key Terms for Unit 9 (Principles of Marketing)

You are required to complete the Template for Unit 9 – Principles of Marketing, which is the external exam unit on the course.

The template for this task has a range of different questions, some are definitions and others require a brief sentence to explain your knowledge on the key term or question. Please use the internet to research this task and use examples to support when required.

There is a PADLET link at the bottom of this document, it contains the template for Task 2 and you should download/save the template and complete your work. Print task and submit to your teacher.

TASK 3

Introduction to Branding – the importance of brand image for business

Identify the brand names of the 20 businesses shown on the PowerPoint on the Padlet Link. 'Pick a Number' under each number is an image of a Brand.

Click on each number (1- 20) and use the template to write the name of the organisation – some may not be a business. Remember that some famous people now have their own brand identity.

There is a PADLET link at the bottom of this document, which has a copy of a PowerPoint with the 20 brands images- there is also a table for you to complete - write in your answers in the template/ table.

https://padlet.com/l_mccracken/Level2Business

Work Experience week

All year 1 students are required to participate in a week-long work placement during their first year of study. You will be expected to locate one week's worth of work placement and submit your work experience form before October half term.

Placement Dates:

L2/L3 students on double /triple qualifications:	1 week course-specific placement, expected placement dates will be confirmed by the course leaders at the beginning of September.
Students with 2 or more single subjects:	1 week placement during the Easter holidays or w/c 23 June 2025

You can find the work experience form [HERE](#)

More information and guidance can be found [HERE](#)