| **Week** | **Criteria/content** | **Amplification** | **Activities and Resources** |
| --- | --- | --- | --- |
| **1** | **Introduction to Aim B Plan an Idea for a New Business**  **B1 Successful Ideas** | <http://www.telegraph.co.uk/technology/facebook/11217273/Facebooks-Mark-Zuckerberg-Why-I-wear-the-same-T-shirt-every-day.html>  <https://www.youtube.com/watch?v=Quk88piD8PM>  <http://www.youtube.com/watch?v=-hxX_Q5CnaA>  <https://www.youtube.com/watch?v=HZfy39Cq6xQ> | **See PP Unit 3 Successful Businesses**  Students to think of successful businesses & entrepreneurs, what makes a business successful and how success can be measured.  They need to choose 3 different types of successful businesses and search for relevant information to complete information sheet for **P3** |
| **2** | **P3 Describe, using relevant examples, the features of successful businesses** | ● Finding innovative solutions, e.g. Dyson  ● Meeting customer needs, e.g. products or services, filling a gap, doing it better than competitors  ● Identifying new needs, e.g. mentoring and coaching, using digital media (such as social networking websites)  ● Continuing to meet established customer needs, e.g. adapt when gap in provision, review and improve provision  ● Being entrepreneurial – ideas of recent entrepreneurs, e.g. Tanya Budd, Rose Grimond, Mark Zuckerberg  ● Importance of having a strong vision and seeing it through, e.g. Apple  ● Measures of success, e.g. financial, social, customer satisfaction | Students to describe the features of three successful businesses of their choice. They need to state why the features they have identified are important to the **success** of the business and need to consider different types of businesses & reference sources of information.  **P3 Complete information sheet to describe the features of 3 successful businesses** |
| **3** | **M3 Compare the features, strengths and weaknesses of two successful businesses** | Compare features as above and strengths & weaknesses of 2 successful businesses | Students to compare the features, strengths and weaknesses of **two** of the successful businesses that they have identified. They need to explain the similarities and differences between them below in paragraphs. Reference sources of information.  **M3 Compare the features, strengths and weaknesses of two successful businesses**  **Assignment 3.2 (Part A) due 22nd January 2022** |

|  |  |  |  |
| --- | --- | --- | --- |
| **4 & 5** | **P1**  **Outline how the business environment can impact on a start-up business.** | **National factors** – political issues, level and type of government support for business, taxation, the economy, e.g. level of employment, inflation, exchange rates, cost of loans  **Local factors** – location of business, requirements for resources, e.g. premises, staff, equipment, location of suppliers, competitors and customers  Impact of factors – on a selected target group of customers, relevance to business proposition | **PP Unit 3 Local & National Factors**  Students need to research both national and local factors that could have an impact on a start-up business. Students to produce a report of local and national factors.  [http://www.businessed.co.uk/index.php/home/theory/gcse/edexcel-gcsetheory#1-5-understanding-the-economic-context](http://www.businessed.co.uk/index.php/home/theory/gcse/edexcel-gcsetheory)  <https://www.bbc.com/bitesize/guides/zkc9jxs/revision/1>  <http://www.bbc.co.uk/education/guides/z84kq6f/revision>  **P1 Outline how the business environment can impact on a start-up business** |

|  |  |  |  |
| --- | --- | --- | --- |
| **6** | **M1 Explain how changes in current business can impact on start-up business** | How changes in national and local factors could affect a start up – both negative and positive changes and the possible impact explained.  Can use Surrey-i for facts/figures & reference sources.    <http://www.thisismoney.co.uk/money/news/article-4613890/GEORGE-SOROS-Divorce-time-change-mind.html>  [http://](http://www.waverley.gov.uk/info/200318/starting_up_and_growing_your_business/1469/get_free_business_advice)[www.waverley.gov.uk/info/200318/starting\_up\_and\_growing\_your\_business/1469/get free business advice](http://www.waverley.gov.uk/info/200318/starting_up_and_growing_your_business/1469/get%20free%20business%20advice)  <http://www.surreyi.gov.uk/> | Add explanation of impact of national & local factors with bibliography of websites used. Use Surrey-i website for facts/figures. Reference sources  **M1 Add to report-explain how changes in current business can impact on start-up business** |
| **H/T** |  |  |  |
| **7** | **P2 Explain how current trends will impact on a**  **start-up business** | **Trends affecting business**   * Technology * Economic trends * Cultural trends * Social trends * Ethical trends * Political trends | **See PP Unit 3 Trends**  Use Surrey-i Snapshots for facts/figures. Reference sources  See Surrey CC Economic Overview for useful info.  Students need to add to report explaining how current trends can impact on a start up. They need to include at least 2 examples in each trend.  **P2 Add to report explaining impact of current trends on a start-up business** |

|  |  |  |  |
| --- | --- | --- | --- |
| **8** | **M2 Compare how two trends**  **have impacted on a**  **start-up business** | Snapshots for facts/figures  <http://www.surreyi.gov.uk/> | Students to choose 2 trends to compare and give advantages/disadvantages of each. Compare differences and similarities in a paragraphs.  **M2 Add to report to compare how two trends have impacted on a**  **start-up business** |
| **9** | **D1 Assess the current risks, opportunities and trends in the business environment for a start-up business** | Snapshots for facts/figures  <http://www.surreyi.gov.uk/> | Bring report to a close by carefully considering how the current risks, opportunities and trends in the business environment could affect business a start-up, identifying which are the most important or relevant, and arriving at a conclusion that is supported by research  They need to include a paragraph summarising their conclusion. Will need to include relevant data or research to support comments and reference the sources used.  **D1 Add to report the assessment of the current risks, opportunities and trends in the business environment for a start-up business**  **Assignment 3.1 Due 11th March 2022** |

|  |  |  |  |
| --- | --- | --- | --- |
| **10** | **Topic B.2 Business ideas**  **Topic B.3 Assessing the suitability of a business idea**  **Topic B.4 Producing an initial plan for a business idea** | ● Researching the market and identifying gaps or opportunities  ● Selecting a product or service  ● Targeting customers, e.g. by age, location, interests, concerns  ● How a selected product or service will meet the need or demand of targeted  customers  ● Difference between ‘benefits’ and ‘features’ of a product or service  ● Estimating resources required to develop ideas, including: own time, others’ time, skills and areas of expertise, personal commitment, finance, premises, materials, equipment  ● Selecting the most appropriate idea  ● Likelihood of success or failure, e.g. access to prospective customers, existing demand, estimating profitability  ● Identification of major barriers for a start-up business, e.g. large start-up costs,  cash flow, licences, competitors  <http://www.smallbusinessadvice.org.uk/busplan/suplan.asp>  ● Producing a plan, including: a rationale for a realistic idea, including vision and concept, supporting evidence, e.g. possible customers, possible routes to market, strategy  for dealing with competitors, ideas for financing, ideas for implementation | **See PP Unit 3 – Business Ideas**  Students need to describe in detail their product or service.  Carry out research of local businesses who offer similar businesses or products.  Write an introduction –  Design questionnaires to gain information from their target group of customers.  **See PP Unit 3 - Assess Suitability of a Business Idea**  Collate results from questionnaires and draw tally charts and present results in bar or pie charts  **See PP Unit 3 - Initial Plan**  Students need to write a business plan for their business idea for the local area. The plan should state what needs to be done, the deadline for these tasks, how they will be done, and who will do them  Add as conclusion to plan explaining rationale with supporting evidence.  **P4 Prepare a realistic initial plan for a business idea suitable for the local area.** |
| **11** | **M4 Explanation of how plan responds to market needs** | Refer to initial plan – how plan responds to market needs | Students to explain how initial plan for business idea has the potential to respond to market needs. They need to provide a full explanation of how the idea will meet the needs of the targeted customers and the local market. They will also need to identify how their product will be differentiated from competitors and any difference in pricing strategy, keeping a note of all sources of information used.  **M4 Explanation of how plan responds to market needs** |
| **12** | **D2 Justify how the initial plan for a business idea has potential for success in relation to existing**  **local businesses.** |  | Students need to justify how their own business could be successful in relation to existing businesses. They need to give reasons or evidence to support why they think their plan has the potential for success and how they arrived at this conclusion. They will also need to show how their product will be differentiated from other similar products on the market. They need to keep a note of all sources of information used including copies of any screenshots of website pages if comparing products with online businesses**.**  **D2 Justify how the initial plan for a business idea has potential for success in relation to existing local businesses**  **Assignment 3.2 (Part B) Due 1st April 2022** |
| **13** | **Aim C: Present a business model for a business start-up**  **P5 Explain the reasons for the choice of format selected for a business start-up.** | **Topic C.1 Choice of Format**  Definition, features, advantages and disadvantages of the following formats:  o sole trader  o partnership  o limited company  o public limited company (plc)  o social enterprise  <http://www.bbc.co.uk/education/clips/zy2br82>    Topic C.2 Sources of help and support in developing a new business  ● Sources of help, e.g. finance (bank manager), start-up capital (selling shares to  family members, Prince’s Trust), research (other businesses), independent advice  (Business Link)  ● Support networks, e.g. Chambers of Commerce, trade associations, professional  bodies, friends and family, charities and voluntary organisations  <http://www.startupbritain.co/>  <http://www.nationalenterprisenetwork.org/business-directory/wpbdm-category/south-east/>  <http://www.britishchambers.org.uk/530/surrey-chamber-of-commerce.html>  <http://www.princes-trust.org.uk/about_the_trust/what_we_do.aspx>  <https://unltd.org.uk/about_unltd/> | **See PP – Unit 3 Formats**  choice of format (sole trader, partnership, ltd, plc or social enterprise) reasons for choice  **See PP – Unit 3 Business Model**  Business model must be in 3 sections and will be supported by research  Students need to explain, with reasons, why they have chosen to trade as a sole trader or partnership or limited company and why other formats are not appropriate for their business. They need to give the advantages and disadvantages of each format to help with their explanation  **P5 Explain the reasons for the choice of format selected for a business start-up**  **See PP – Sources of Help**  Students to take notes of sources of help to include in business model **– P6** |
| **14** | **P6 Present a realistic business model for a**  **business start-up.** | **Topic C.3 Business model**  ● Definition of a business model – shows how a business aims to generate revenue and  make a profit from operations: the model includes the components and functions of  business, as well as revenues it generates and expenses it incurs  ● Components of a business model, including:  o results of researching the market, including identifying potential customers  (businesses or individual consumers) and competitors  o goods or services – make or buy  o means of delivering to customer, e.g. internet only, franchise, direct sales  o business aims – the long-term visions or goals  o business objectives – measurable targets to help achieve the overall aims of  a business, importance of making objectives SMART (specific, measurable,  achievable, realistic and time-related)  o stakeholders and their influence on the business, e.g. owners, employees,  customers, financiers, suppliers, local community  o finances and costs for start-up  <http://www.investopedia.com/terms/b/businessmodel.asp>  <http://www.bbc.co.uk/education/clips/z3pc87h> | **Section 2: The Business** (P6)   * business name * business aims and SMART business objectives * product or service offered and its price * place (routes to market) * potential customers * likely competitors * financial projections for revenue and estimated expenses * sources of help and support in developing the business (financial and advisory) * stakeholders and their influence on the business * other considerations e.g.   + human resources   + Branding   + customer service   **P6 Present a realistic business model for a business start-** |
| **15** | **M5 Present a realistic business model for a**  **business, explaining how the format and business model will enable it to carry out its activities**  **successfully.** | **Topic C.3 Business model**  See above   * Providing evidence to justify why the idea will succeed | **Section 3: Conclusion** (M5, D3)   * reasons for the suitability of the business idea and the reasons for rejecting other ideas * how and why the format and business model will enable your business to carry out its activities successfully * how the business will respond successfully respond to market needs and be successful in relation to existing local businesses   Conclusion must be clear and fully justified using well-balanced, developed arguments, and be supported by good use of research evidence  **M5 Present a realistic business model for a business, explaining how the format and business model will enable it to carry out its activities**  **Successfully** |
| **16** | **D3 Present a realistic business model for a business, explaining how the format and supporting evidence justifies the initial business idea.** | **Topic C.3 Business model**  Students to present a realistic business model for a business, explaining how the format and supporting evidence justifies the initial business idea. | Students need to add to business model for their business, explaining how the chosen format and supporting evidence justifies their initial business idea. They need to explain their vision and the steps from their original idea to a plan for a business start-up that could be potentially successful. They need to justify and evaluate the likelihood of success of your business idea. They can do this by using a SWOT analysis. They will need to compare their business model to existing successful businesses and keep a note of all information sources used.  **D3 Present a realistic business model for a business, explaining how the format and supporting evidence justifies the initial business idea.**  **Assignment 3.3 Due 13th May 2022** |
| **17 & 18** | **Assignment 3.3 Resub** |  |  |