

### Checklist Learning Aim C

Write a report that is split into the following two sections:

Section 1: The impact of internal and external factors

In this section, consider the impact of external and internal factors on the business success of two local enterprises.

<b>Section 1</b>	
<b>CTL Seal- internal factors within its control</b>	<b>Tick if you have done it</b>
understanding the market ( <i>understanding the market – what makes the product unique, what its customers want, who its competitors are, researching the market</i> )	
keeping customers satisfied ( <i>Quality of product, price of product, unique features and selling points, customer service, availability, convenience</i> )	
effective planning and financing ( <i>planning = choose how to take customer orders, time management, check stock, take into account travelling time</i> )	
effective financing ( <i>paying staff their wages, marketing and advertising effectively</i> )	
marketing and promoting the enterprise ( <i>word of mouth, advertising, promotion needs to have value for money</i> )	
unforeseen human resources cost ( <i>plan what you would do if staff are off sick, have enough money for sick pay, ensure you are able to recruit new staff e.g. time, money and training</i> )	
<b>CTL Seal - external factors outside its control, e.g:</b>	
changes in the cost of energy, raw materials, borrowing, premises	
changes in costs of marketing or selling ( <i>if advertising goes up, some are free some you pay for, changes in revenue</i> )	
governmental changes ( <i>new regulations, changes in taxes</i> )	
Competitors ( <i>need to know what your competition are doing, are there any new competition</i> )	
consumer confidence in the economy ( <i>if there is growth – people feel confident about the future, spend their money, if it is a recession, people lose confidence, worry about whether their jobs are safe, only spend on essential things which leads to lower sales</i> )	
changing consumer behaviour ( <i>customer tastes change e.g. changes in fashion</i> )	
Customer legislation – ( <i>things getting banned, changed in how they can be sold changed how they can be advertised</i> )	
<b>Crucible Sales and letting - internal factors within its control</b>	<b>Tick if you have done it</b>
understanding the market ( <i>understanding the market – what makes the product unique, what its customers want, who its competitors are, researching the market</i> )	
keeping customers satisfied ( <i>Quality of product, price of product, unique features and selling points, customer service, availability, convenience</i> )	
effective planning and financing ( <i>planning = choose how to take customer orders, time management, check stock, take into account travelling time</i> )	
effective financing ( <i>paying staff their wages, marketing and advertising effectively</i> )	

marketing and promoting the enterprise ( <i>word of mouth, advertising, promotion needs to have value for money</i> )	
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Customer legislation ( <i>things getting banned, changed in how they can be sold changed how they can be advertised. </i> )	

## Section 2: Evaluating internal and external factors

In this section, choose one of the local enterprises selected in Section 1, and carry out situational analyses to identify how internal and external factors might affect it, and even determine its success.

<b>SWOT Analysis</b>	<b>Tick if you have done it</b>
Strengths ( <i>maintaining high numbers of customers, good reputation, quality service</i> )	
Weakness ( <i>Lack of training, not enough resources, goods and services no selling very well</i> )	
Opportunities ( <i>what can the business do to improve the business e.g. new location, product</i> )	
Threats ( <i>Changes in customer taste, new competitors, existing competitors changing what they are doing</i> )	
<b>PEST Analysis</b>	
Political ( <i>changes with government or laws, effect of pressure groups, effect of wars, effect of taxation, Brexit</i> )	
Economic ( <i>employment levels, exchange rates, wages levels, interest rates</i> )	
Social ( <i>changes in trends and fashion, ethical concerns, environmental concerns, welfare concerns, level of education</i> )	

Technological ( <i>developments in computers and their internet, developments in mobile technology, introduction of machines to replace humans, increase in the amount of buying online</i> )	
Conclusion Ensure you include relevant examples from the enterprise and that you arrive at a conclusion as to which are the most significant factors, and how they are currently affecting its success	