

Check list - Learning Aim A:

Task

Your report must contain three parts. These are:

- The purpose, activities and aims of two contrasting local enterprises
- The entrepreneurs who run these enterprises
- How the characteristics of the enterprise and the entrepreneur have influenced it achieving its main purpose

	Tick if completed in your work
CTL Seal	
What does CTL Seal do?	
A map showing the location of the business	
Does the business provide goods or services or both?	
What makes their business different from the competition?	
How do they keep their customers? (good service? Listen to customers etc.?)	
What is the size of the business ? (micro 1-9, small 10-49, medium 50-250)	
What type of ownership does CTL Seal have? (Sole trader, partnership, LTD)	
Explain what this type of ownership means	
Where does CTL operate ? (online, office, factory etc.)	
What is the aim of CTL seal? (Make a profit, surviving, expanding, maximising sales, environmentally friendly and ethical, providing a voluntary or charitable service?)	
Are CTL Seal influenced by social pressure (how much and how often their customers buy, changes in trends, changes in how the business should operate –are they ethical and safe?)	
Are CTL seal influenced by political pressure? (Laws, taxes, technology, brexit?)	
Crucible Sales and Lettings	
What does Crucible do?	
A map showing the location	
Does the business provide goods or services or both?	

What makes their business different from the competition?	
How do they keep their customers? (good service? Listen to customers etc.?)	
What is the size of the business ? (micro 1-9, small 10-49, medium 50-250)	
What type of ownership does Crucible have? (Sole trader, partnership, LTD)	
Where does Crucible operate ? (online, office, factory etc.)	
What is the aim of Crucible? (Make a profit, surviving, expanding, maximising sales, environmentally friendly and ethical, providing a voluntary or charitable service?)	
Are Crucible influenced by social pressure (how much and how often their customers buy, changes in trends, changes in how the business should operate –are they ethical and safe?)	
Are Crucible influenced by political pressure? (Laws, taxes, technology, brexit?)	
Compare these two business – Compare the purpose, activities and aims of two contrasting local enterprises.	
What is the same between them (location, size, ownership, aims etc)	
What is different (activities (goods/services) etc)	
Section 2	
CTL Seal Who runs the business – Andy England	
Why did he start the business (<i>To be his own boss, to make a difference (social enterprise), to choose when he works (flexibility), to do something he is interested in?</i>)	
What sort of mind-set does Andy have? Why do you think that? (<i>Confident, proactive, focused, dedicated, motivated, passionate about their work, innovative, adaptable, resilient, visionary, confident</i>)	
What skills do you think Andy has that make him a good entrepreneur? (<i>Interpersonal communication skills, planning,</i>	

<i>time management, negotiation, technical skills, prioritising tasks, problem solving, managing risks)</i>	
Crucible Sales and Lettings	
Who runs the business – Phil Price	
Why did he start the business (<i>To be his own boss, to make a difference (social enterprise), to choose when he works (flexibility), to do something he is interested in?</i>)	
What sort of mind-set does Phil have? Why do you think that? (<i>Confident, proactive, focused, dedicated, motivated, passionate about their work, innovative, adaptable, resilient, visionary, confident</i>)	
What skills do you think Phil has that make him a good entrepreneur? (<i>Interpersonal communication skills, planning, time management, negotiation, technical skills, prioritising tasks, problem solving, managing risks</i>)	

Section 3	
In this section you need to focus on one of the local enterprises selected in section A and B. (Either CTL seal or Crucible sales and lettings)	
	<i>Tick if it is in your work</i>
<p>To what extent do the characteristics of the business and the entrepreneur who run it have contributed to its levels of success or failure.</p> <p>This is a measure – you need to say – how MUCH the entrepreneur has contributed. What would have happened without them – specifically what skills have they got? Why does that matter in this industry?</p>	
<ul style="list-style-type: none"> • clear links and interrelationships between how the characteristics of the enterprise and the characteristics of the entrepreneur contribute to the enterprise's level of success or failure 	

<ul style="list-style-type: none"> • how important is each characteristic has been in contributing to the enterprise's level of success or failure <p>You need evidence –find data to support what you are saying e.g. sales figures, how long have they been running for, what customer feedback is there?</p>	
<p>Write a conclusion, that is supported by examples, about which characteristics have been most important in contributing to the enterprise's level of success or failure.</p>	
<p>You need to include websites in your work where you have got any information from</p>	