

Name:

Learning aim B: Plan an idea for a new business

Learning aim C: Present a business model for a business start-up

What makes a business successful?

Include an image/graph that represents success

Write at least 2 paragraphs explaining why businesses are successful. What makes them a success e.g. innovation and good management. Give examples of successful companies

Business 1 (Swann Morton <https://www.swann-morton.com/>)

Include the logo

What is the name of the business?

Where are they based?

When did they start?

What is the size of the business?

What ownership do they have?

How do they meet customer needs?

What makes them successful

Business 2 (Crucible sales and lettings (<http://cruciblesalesandlettings.co.uk/>))

Include the logo

What is the name of the business?

Where are they based?

When did they start?

What is the size of the business?

What ownership do they have?

How do they meet customer needs?

What makes them successful

Business 3 (The Milestone <https://the-milestone.co.uk/>)

Include the logo

What is the name of the business?

Where are they based?

When did they start?

What is the size of the business?

What ownership do they have?

How do they meet customer needs?

What makes them successful

Business 4 (Chappuccino <http://www.chappuccino.com>)

Include the logo

What is the name of the business?

Where are they based?

When did they start?

What is the size of the business?

What ownership do they have?

How do they meet customer needs?

What makes them successful

Business (describe the business you have chosen (one of the above))		
Features <i>(what do the business do?)</i> <i>What sort of ownership do they have?</i>	Strengths <i>(what are good things about the business?)</i>	Weakness <i>(what is a problem for the business?, what are they not so good at)</i>

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Business (describe another business you have chosen (one of the above))					
Feature	How the Feature compare (compare the features of both businesses, how are thy the same and how different)	Strength	How the strength compare (compare both Businesses, do they have the same or different strengths)	Weakness	How the weakness compare (compare the weaknesses of both businesses, what are the same and different)

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