

Assignment title	Investigating the Business Environment
Assessor	
Date issued	
Final deadline	
Duration (approx.)	4 hours
Qualification suite covered	BTEC Level 1/Level 2 First Award in Business
Units covered	Unit 1: Enterprise in the Business World
Learning aims covered	Learning aim B: Plan an idea for a new business Learning aim C: Present a business model for a business start-up
Scenario	<p>A number of potential investors have agreed that you have identified an opportunity and would like to know more about your business idea.</p> <p>You will produce a brochure for your business idea, including the model and the plan for launching the business, to convince your audience to invest in your business.</p> <p>You will research which businesses in the local area are currently successful, and why. You will then decide on and plan a realistic idea for a proposed business start-up, as well as deciding on the format for the ownership of the business. You need to include:</p> <ul style="list-style-type: none"> <li>• findings from your research</li> <li>• the type of ownership proposed</li> <li>• whether you have chosen to provide services or goods</li> <li>• your aims and objectives</li> <li>• your sources of finance for the business</li> <li>• who your stakeholders are</li> <li>• a justification of why you think your business will be successful.</li> </ul>
Task 1	<p><b>Successful Businesses</b></p> <p>To support your presentation to your potential investors, you need to produce a report for your business that will show that you:</p> <ul style="list-style-type: none"> <li>• understand what makes a successful business</li> <li>• have a realistic plan for a business that is likely to be successful.</li> </ul> <p>Start your report by setting the scene for your business idea. To do this, you need to research what makes a business successful. Research at least four businesses in the local area. For each of the four businesses, describe the business and the features that make it successful.</p> <p>Now select <b>two</b> of the businesses you have researched and compare their features, strengths and weaknesses. To do this, you will need to identify the similarities as well as the differences between them. You can present this in table format, using the following headings:</p> <ul style="list-style-type: none"> <li>• features</li> <li>• how the features compare</li> </ul>

- strengths
- how the strengths compare
- weaknesses
- how the weaknesses compare.

Think of a list of business ideas suitable for the local area. The ideas should be realistic and include information on:

- the proposed product/service
- the features and benefits of the product/service
- the demand for this proposed product/service
- the market research that needs to be carried out
- the target customers
- the competition
- how the product/service will be marketed
- resources that will be needed – finance, equipment, skills and expertise
- any legal aspects that need to be considered.

When you have selected your start-up idea, you will need to produce a business plan that includes all the information above. The plan should state what needs to be done, the deadline for these tasks, how they will be done, and who will do them (e.g. you, an employee, etc.).

Provide a full explanation of how your start-up idea will meet the needs of the targeted customers and local market. Explain the methods you have used to identify the target market.

Explain why you think the business idea is likely to succeed, considering specific local businesses in your explanation. Justify your reasons and include supporting evidence.

Evidence you must produce for this task

- A report for your business

**Criteria covered by this task**

To achieve the criteria you must show that you are able to:	Unit	Criterion reference
Describe, using relevant examples, the features of successful businesses.	1	2B.P3
Prepare a realistic initial plan for a business idea suitable for the local area.	1	2B.P4
Compare the features, strengths and weaknesses of two successful businesses.	1	2B.M3
Explain how the initial plan for a business idea has the potential to respond to market needs.	1	2B.M4
Justify how the initial plan for a business idea has potential for success in relation to existing local businesses.	1	2B.D2

**Task 2**      **The Business Model**

You need to present your business model as a report to your potential investors to secure the money needed to launch the business. The investors will want to see that you have a realistic business model and that there is evidence that the business model and format will help your start-up to succeed.

To illustrate the business model for your start-up, including the revenue and expenditure, make sure your report includes the following information:

	<ul style="list-style-type: none"> <li>• the business name</li> <li>• service/product offered</li> <li>• whether you will make or buy your products</li> <li>• the format of the business</li> <li>• the aims and objectives</li> <li>• the customer market and market research to support this</li> <li>• channel (how customers will buy your product or service)</li> <li>• finances and costs for start-up</li> <li>• sources of finance and start-up costs</li> <li>• the stakeholders and their influence</li> <li>• sources of advice and support.</li> </ul> <p>You need to explain how the format and the business model will help make the business successful and provide supporting evidence. The explanation must include how your product/service fills a gap in the market and how you will reach your target customers. Include evidence to back up your statements and explain how the evidence supports your business idea.</p>
Evidence you must produce for this task	<ul style="list-style-type: none"> <li>• A report</li> </ul>

Criteria covered by this task		
To achieve the criteria you must show that you are able to:	Unit	Criterion reference
Explain the reasons for the choice of format selected for a business start-up.	1	2C.P5
Present a realistic business model for a business start-up.	1	2C.P6
Present a realistic business model for a business, explaining how the format and business model will enable it to carry out its activities successfully.	1	2C.M5
Present a realistic business model for a business, explaining how the format and supporting evidence justifies the initial business idea.	1	2C.D3

Sources of information	<p><b>Textbooks</b></p> <p>Barrow, P. (2005), <i>The Best-Laid Business Plans: How to Write Them, How to Pitch Them</i>, London: Virgin Books, 978-0-75350-963-0.</p> <p>Bentley, P., Carysforth, C., Chandler-Corris, L., Glencross, K. and Nield, M. (2013), <i>BTEC First Business Student Book</i>, Harlow: Pearson, 978-1-44690-136-6.</p> <p>Reuvid, J. (2011), <i>Start Up and Run Your Own Business: The Essential Guide to Planning, Funding and Growing Your New Enterprise</i> (eighth edition), London: Kogan Page, 978-0-74946-060-0.</p> <p><b>Websites</b></p> <p><a href="http://www.fsb.org.uk">www.fsb.org.uk</a> The Federation of Small Businesses.</p> <p><a href="http://www.peterjones.tv">www.peterjones.tv</a> Entrepreneur Peter Jones: website and resources for business.</p>
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**Note to assessors**

**We are committed to ensuring that teachers/tutors and learners have a choice of resources to support their teaching and study.**

**We would encourage them to use relevant resources for your local area such as local employers, newspapers and council websites.**

**Resources from various publishers are available to support delivery and training for all Pearson and BTEC qualifications so that learners and teachers/tutors can select those that best suit their needs.**

**Above are some examples of textbooks and websites. Further useful resources may be found at [www.edexcel.com/resources/Pages/default.aspx](http://www.edexcel.com/resources/Pages/default.aspx).**

If you have not achieved the Level 2 criteria, your work will be assessed to determine if the following Level 1 criteria have been met.

To achieve the criteria you must show that you are able to:	Unit	Criterion reference
Identify the features of successful businesses.	1	1B.3
Prepare an initial plan for a business idea for the local area.	1	1B.4
Outline the choice of format selected for a business start-up.	1	1C.5
Present, with guidance, a business model for a business start-up.	1	1C.6