

BTEC Business Summer Work

BTEC Business is a subject that is easily applicable to what is happening in the real-world. Every day around the globe, new businesses are started, existing businesses grow and old businesses close. As such, as BTEC Business students it is important for us to understand the reasoning behind the decisions that businesses take in key areas such as Finance, HR, Marketing and Human Resources.

Task 1.

Your task is to select a business of your choice. You are going to perform a research task that looks at all four of the functional areas of the business and what happens within each of them at that business. Your overall document should be produced as a presentation.

The first part of the presentation should be an introduction to your business. This should outline the key things about the overall business including:

What type of ownership has it got, how old is the business, where did it start, who are the main owners, what are the main activities of the business etc.

Task 2.

Your next task is to look at the marketing of the business. Marketing is vital for getting the message across to the customer about products, services and the business in general.

In the presentation, explain about the different types of marketing the business uses. You should include details about famous advertising campaigns the business has produced, and explain why these have been successful for the business.

Task 3.

Your next task is to look at the financial performance of the business. In order for a business to survive, it is important they keep their cash flow, revenue and profit in check, as this will allow them to survive.

In the presentation, explain about the financial performance of the business. You should research into their revenue and profit, and explain what has happened to it over time. You should also look into whether the business has had any financial difficulties and how they overcame these.

Task 4.

Your next task is to look at the product and service range of the business. This is vital, as without a product or service to sell, a business is not going to survive. The quantity as well as quality of the product range is crucial.

In the presentation, explain about the company's product and service range. You should comment on things such as the size of the range, whether they sell very similar items or incredibly different items, you should explained why the business sells the product range they do. You should also look into whether the business has changed its product range over time.

Task 5. (BTEC DOUBLE AWARD ONLY)

If you are doing the BTEC Business Double award, you should add an additional section to your presentation. This is where you will look into a particular activity that your business has undertaken, and then research all about that activity i.e. Apple buying Beats from Dr Dre etc.

In this part of the presentation, you should outline what the activity was, why the company chose to undertake the activity and then reasons it has been a success or not.

Summary

By completing the above tasks, you will start to develop some of the necessary skills required in BTEC Business. In short you will have been able to pick out and interpret relevant information, analyse why business have made certain decisions and evaluated whether those decisions have been successful. You should be prepared to hand in both your presentation on the first lesson in September.

In order to support your research, you might want to use some of the following sources for information:

- BBC News- Business
- Reuters news
- Tutor2u
- Companies house website