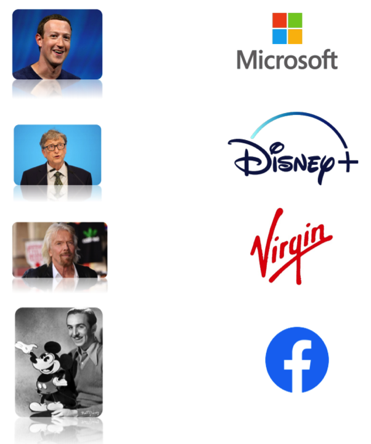
**Guernsey College of Further Education**

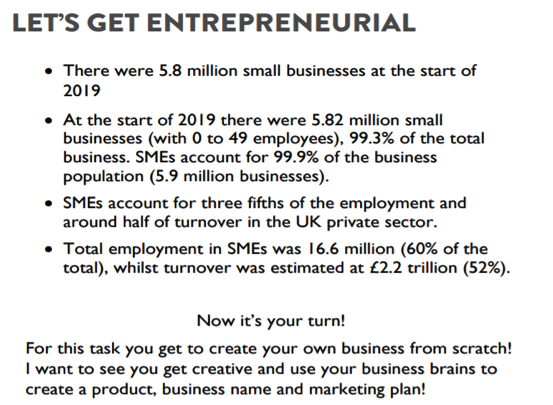
**Business Studies**

**Transition Resources**

|  |
| --- |
| **GUERNSEY COLLEGE OF FURTHER EDUCATION**  **STUDY PACK** |
| **BUSINESS** |

**Match the business owner to their business**





This link is a great step by step guide on how people create their own business:

<https://www.thebalancesmb.com/starting-a-small-business-41641>

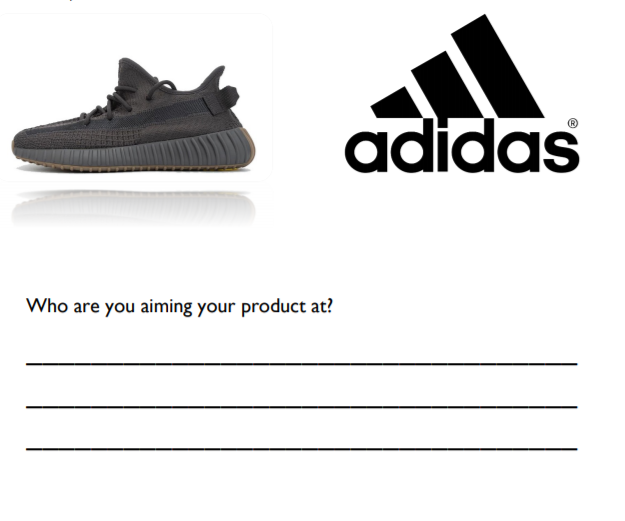
|  |  |
| --- | --- |
| What is your business called? | What does your business sell/offer (service) |

All successful Businesses have a logo, not it’s time to make yours!

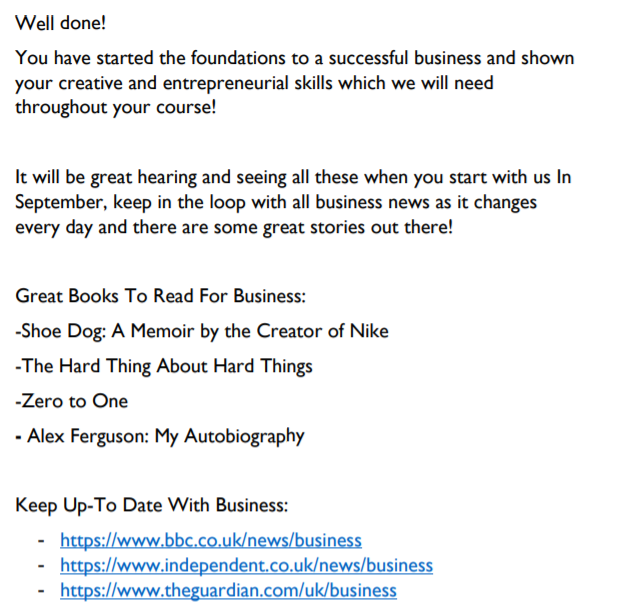
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**Who will buy it?**

If you are going to be successful in business, you need to choose a target market to aim your product/service at, for example if I am Adidas and am looking to sell the next Yeezy trainer, it is unlikely my target market is over 30.







**What you have to do for your summer research...**

In this project you need to investigate a business organisation. Try to use what contacts you already have. Where do your parents or other relatives work? Find out as much as you can about the business.

It would be great if perhaps you could go to work with your parent/s or relatives for a day, so that you can find out a lot about the business first hand.



Some occupations may be a little more hazardous than others for you to spend a day with your parents!



On **pages 7-12** there are some questions that you should try to answer for your business.

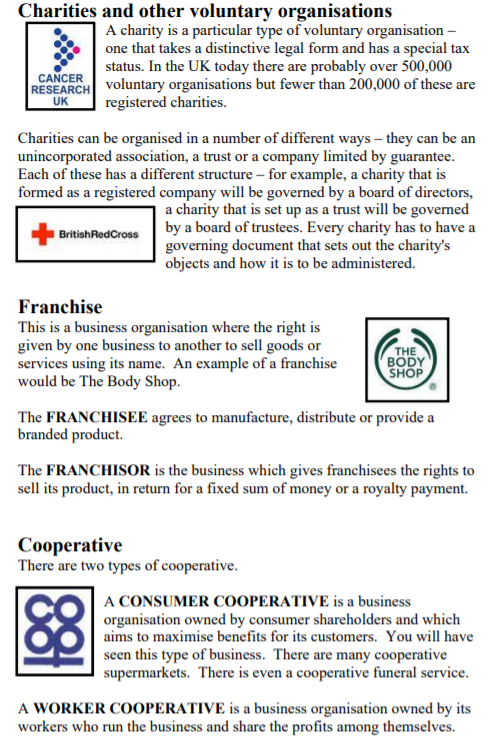
**What you need to research:-**

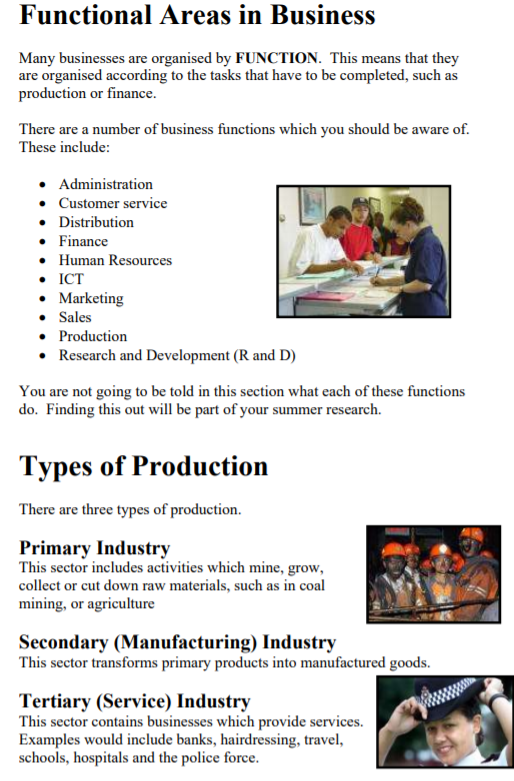
* Type of ownership that business has (e.g. sole trader, partnership, ltd, etc)
* Purpose of the business (e.g. survival, profit, gain market share)
* The advantages and disadvantages for the owner of having that type of business ownership
* Details of type of liability
* Size of the business (e.g. small, small-medium, medium, large)
* Scale of the business (local, regional, national, European, global)
* The main functional areas of the business (e.e.g Marketing, Finance)
* Whether the business is in the Primary, Secondary or Tertiary Sector
* Whether the business has experienced growth or decline over the past few years and why this is so.

Before you start your research though, it would be useful to read the information on **pages 4 to 6,**  which provides you with some basic knowledge of the key topics you will be looking at.









Research for Business

Name of Business

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Location of Business

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Type of ownership this business has e.g. sole trader, partnership, ltd, etc.

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Purpose of the business e.g survival, profit, gain market share:

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The advantages for the owner having that type of business ownership:

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The disadvantages for the owner of having that type of business ownership

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Does the business have limited or unlimited liability?

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What does this mean for the business?

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Size of the business (e.g. small, small-medium, medium, large)

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Scale of the business (local regional, national, European, global)

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**Which of the following functional areas does the business have? Try to find out as much as you can about each functional area that exists in your business**

Administration

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Customer Service

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Distribution

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Finance

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Human Resources

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Marketing

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Sales

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Production

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Research and Development (R&D)

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Is the business in the Primary, Secondary or Tertiary Sector?

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Has the business experienced growth or decline over the past few years, and why is this so?

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**Making use of what you have discovered**

Now DESCRIBE your business. You can produce your evidence in any suitable format. This might include:

* A set of slides and notes for a PowerPoint Presentation
* Posters
* Leaflets
* A written account using a Word Processing Package

Your description of your business must look at :

* Type of ownership that business has (e.g. sole trader, partnership, ltd,etc.)
* Purpose of the business (e.g. survival, profit, gain market share)
* The advantages and disadvantages for the owner of having that type of business ownership
* Details of type of liability  
  Size of the business (e.g. small, small-medium, medium, large)
* Scale of the business (local, regional, national, European, Global)
* The main functional areas of the business (e.g. Marketing, Finance)
* Whether the business is in the Primary, Secondary or Tertiary Sector
* Whether the business has experienced growth or decline over the past few years and why this is so.

Your work must be handed in to your business tutor at the end of your first lesson in September.

And finally, make sure you do spend lots of time resting and having fun over the summer, there will be lots to do when you join College in September.