

Plan 3

GCSE Business

Week	Classwork	Homework	Resources
1) 13 th March	<p>In these lessons, you will be focusing on ensuring you can transfer knowledge learnt into exam skill:</p> <p>Lesson One (Single): Exam skill – working from 2021 – Walking/Talking Mock style – breaking down ONLY 9 MARK QUESTIONS – Weakness from mocks</p> <p>Lesson Two (Double): Review my prior learning Unit 1 Business in the real world (Continued on this topic due to strike day disturbance last term:</p> <p>Refer to Tutor2u guidance to support activities which could be embedded – pace needs to be evident in lessons AQA-Business-Weekly-Revision-Guide-2023 TUTOR2U</p> <ul style="list-style-type: none"> - Why businesses exist - Enterprise 	<p>Exam questions that reflect the specification and requirements.</p> <p>Homework is: Untested areas from 2019 – to ensure all gaps and possible areas to be examined are covered:</p> <p>Home work 1:</p> <p>Shorts\3.1\3.1 AQA GCSE Business Case Study The White Hair & Beauty Shop Exam Short QP Interactive.pdf</p>	<p>All students have printed version for 2022 Paper 1 and 2</p> <p>AQA GCSE Business Paper 1 2021</p> <p>AQA GCSE Business Paper 2 2021</p> <p>Unit Check List</p> <p>Structure strips</p> <p>GCSE Business - AQA - BBC Bitesize</p>

	<ul style="list-style-type: none"> - Factors of production - Business ownership types - Aims and objectives - Stakeholders - Business plans - Revenue, cost and profit - Location - Expansion <p>*Exam questions HAVE to be included in lessons and teacher expertise has to be optimised</p> <p>H/w has to be take no longer than 25 minutes to address within the lesson</p>		<p>Knowledge Organisers\AQA KOs All.pdf</p> <p>Really excellent resource:</p> <p>Business: AQA GCSE (senecalearning.com)</p>
2) 20 th March	<p>In these lessons, you will be focusing on ensuring you can transfer knowledge learnt into exam skill:</p> <p>Lesson One (Single): Exam skill – working from 2021 Papers – Walking/Talking Mock style – breaking down the use of CONTEXT and one 12 marker – really breaking down the 12 mark requirements – weakness from mock</p>	<p>Exam questions that reflect the specification and requirements.</p> <p>Homework is: Untested areas from 2019 – to ensure all gaps and possible areas to be examined are covered:</p>	

	<p>Lesson Two (Double): Review my prior learning Unit 2 Influences on a business:</p> <p>Refer to Tutor2u guidance to support activities which could be embedded – pace needs to be evident in lessons AQA-Business-Weekly-Revision-Guide-2023 TUTOR2U</p> <ul style="list-style-type: none"> - Technology - Ethical and environmental considerations - Economic climate - Globalisation - Legislation - Competitive environment <p>*Exam questions HAVE to be included in lessons and teacher expertise has to be optimised</p> <p>H/w has to be take no longer than 25 minutes to address within the lesson</p>	<p>Homework 2:</p> <p>Complete all questions from this exam document-</p> <p>Shorts\3.5\3.5 AQA GCSE Business Red Bull Exam Short QP.pdf</p>	
3) 27 th March	<p>In these lessons, you will be focusing on ensuring you can transfer knowledge learnt into exam skill:</p> <p>Lesson One (Single): Exam skill – working through the exam question structures students to use A3 sheets to write them</p>	<p>Homework for this week is set in line with the Easter revision below</p>	

down and then make comparisons against the structure strips – Highlight individual weaknesses and discuss how to secure marks in the exam

[Structure strips.docx](#)

Lesson Two (Double): Review my prior learning Unit 6 Finance:

Refer to Tutor2u guidance to support activities which could be embedded –

pace needs to be evident in lessons [AQA-Business-Weekly-Revision-Guide-2023 TUTOR2U](#)

- Methods of finance
- Sources of finance
- Cash flow
- Basic finance
- Average rate of return
- Break even
- Analysing financial performance: financial statements

*Exam questions HAVE to be included in lessons and teacher expertise has to be optimised

	H/w has to be take no longer than 25 minutes to address within the lesson		
<p>Easter Revision:</p> <ul style="list-style-type: none">- Students will be reminded of the access and availability of resources given to them so far including command word documents, structure strips and exam guidance (all linked in resources)- Students have to create 6, A4 knowledge recall clocks on the 6 topics of everything they can remember – this must be brought with them on the first lesson bac after Easter (See blank revision clock below) (3.1 Business in the real world, 3.2 Influences on businesses, 3.3 Business operations, 3.4 Human resources, 3.5 Marketing and 3.6 Finance)- Complete some Seneca tasks on all 6 topic areas (3.1 Business in the real world, 3.2 Influences on businesses, 3.3 Business operations, 3.4 Human resources, 3.5 Marketing and 3.6 Finance)- Students must complete the 9 exam question below (Homework 3 – Easter holidays			

Home work 1 – w/c 13th March – Due in the following week in Mrs Hagan’s double lesson (22nd)

Exam Short 2023 | The White Hair & Beauty Shop

Specification reference: 3.1

Extract A

The White Hair & Beauty Shop

The White Hair & Beauty Shop is a hairdressing business that also offers beauty treatments. The business has a sole trader legal structure and has been open for 10 years. The White Hair & Beauty Shop was originally located in a small busy town with a population of approximately 2,500 residents. Over time, however, the number of similar businesses operating in the local area grew to four. Increased parking restrictions in the town made it more and more difficult for customers to park with ease.

Two months ago, Harpreet, the owner of The White Hair & Beauty Shop, made the decision to move five miles away from this small town and relocate her business in a building situated on unused farmland with a newly formed café situated next door. The café targets high income adults, as it serves high quality food using ingredients that are locally sourced. The café has proven very popular due to its location next to scenic canal walks and the large free car park that customers from both the café and Harpreet’s business are able to use for unlimited periods of time.

The change of location was a considerable risk for Harpreet, as she was unsure if her customers would travel to her new site. The decision also meant that she would need to borrow £15,000 from the bank to complete the renovations to the building. In order to secure the funds from the bank, Harpreet was required to produce a detailed business plan. The White Hair & Beauty Shop closed completely for a period of three weeks, whilst the changes took place to the new property.

1.1 Explain **one** benefit to Harpreet of locating at the new site.

(2 marks)

1.2 Harpreet chose to set up The White Hair & Beauty Shop with a sole trader legal structure.

Analyse **one** effect to Harpreet of operating as a sole trader.

(6 marks)

1.3 Harpreet drew up a detailed business plan as part of her decision to relocate her business.

Analyse **one** reason Harpreet produced a business plan.

(6 marks)

Home work 2 – w/c 20th March – Due in the following week in Mrs Hagan’s double lesson (29th)

Exam Short | Red Bull

Specification reference: 3.5 Marketing

Extract A

Red Bull

Energy drinks contain large amounts of sugar and caffeine that are seen by many to be unhealthy. In 1993, the first energy drink was launched for sale in the UK by a new brand called Red Bull. At this time, Red Bull’s main competitors were Pepsi and Coca-Cola, businesses that were focussed on launching different flavours of their popular fizzy drinks rather than developing energy drinks.

Today, Red Bull has many rivals in the energy drinks market. Its main competitor is ‘Monster,’ a brand which has eight different varieties of its energy drink for sale. In 2019, Coca-Cola also launched its own version of an energy drink in many different countries around the world, in order to try and gain a share of this growing market. However, despite millions of pounds being spent on promotion, this product was removed from sale in North America due to low sales. The launch of any new product, even for established brands, is very expensive and risky. Coca-Cola is now thinking of launching an energy drink in the UK.

In order to initially establish the Red Bull brand successfully, the business ensured that the design of its can, being tall and slim, was different from other drink products on the market. Red Bull also offered its target market, 18-35 year old men, free samples of the drink and concentrated on distributing the cans to trendy shops that matched the brand image the business was looking for. These factors, together with its slogan of “Red Bull gives you wings,” has led the business to become the market leader in the energy drinks market in the UK with a market share of 31%. In 2019, Red Bull sold 7.5 billion cans worldwide. The business has many loyal customers.

Red Bull is now sold in many retailers, both as single cans and in multipacks. It also sells three different flavours of the drink, although these have not been as successful as the original flavour which continues to be the most popular. Each 225ml single can of Red Bull is priced at around £1.50. Red Bull is more expensive than other energy drinks available in the UK market.

Red Bull is well known for sponsoring and investing large sums of money in a variety of sports worldwide, including ice hockey and Formula One motor racing, as well as extreme sports such as cliff diving. The business has opted for this form of promotion rather than more traditional forms of advertising, such as television, in order to increase its brand awareness.

1 Analyse **one** impact to Red Bull of sponsoring different sporting events..

(6 marks)

2 Coca-Cola is considering launching its own version of an energy drink into the UK market. Recommend whether Coca-Cola should now launch its own version of an energy drink into the UK market. Give reasons for your recommendation.

(9 marks)

3 Red Bull has set an objective to increase sales revenue and is considering two options to achieve this:

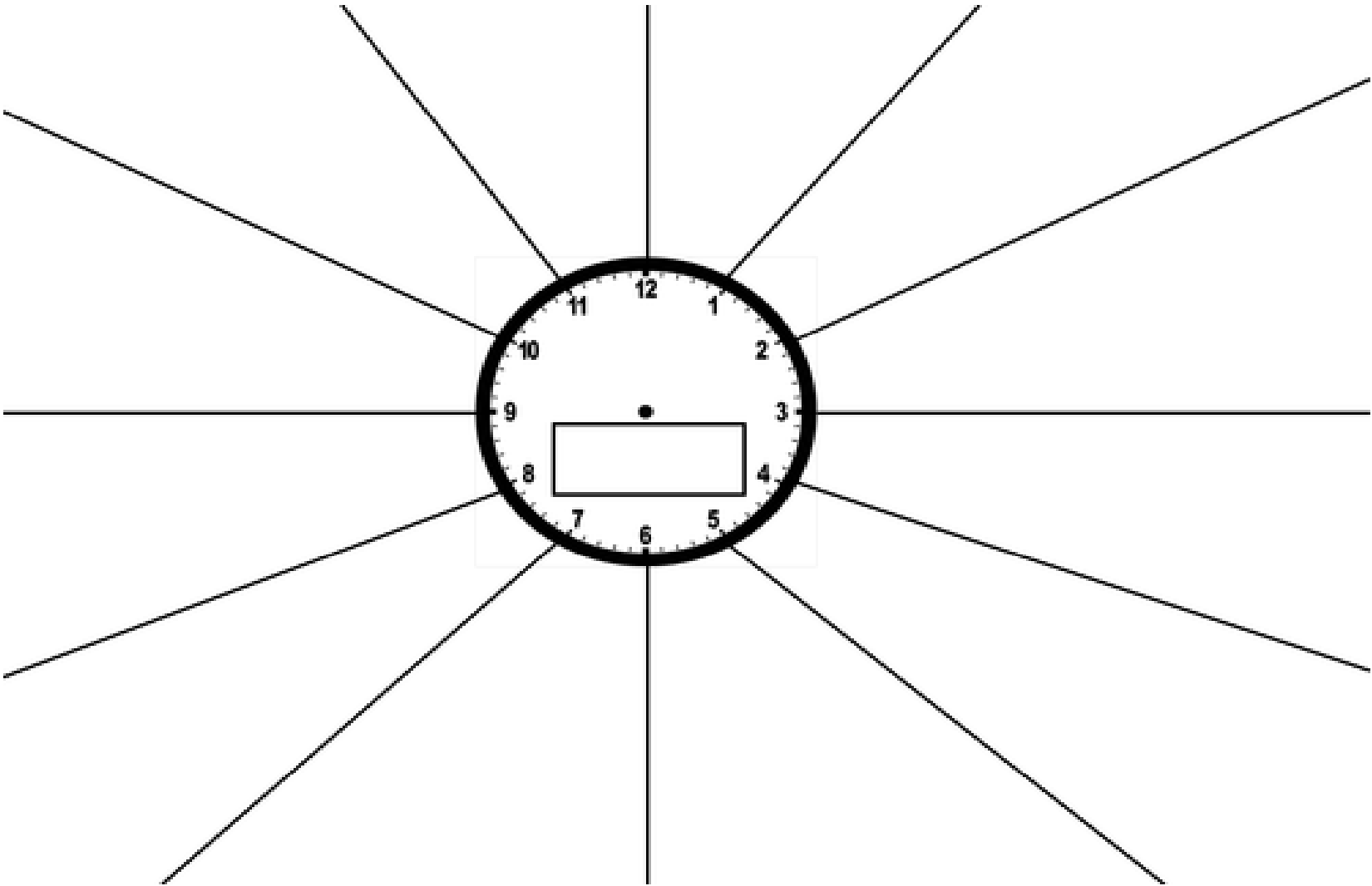
- 1 Increase the price of its 225ml can
- 2 Introduce new flavours of Red Bull

Analyse the effect of **each** of these **two** options on Red Bull.

Evaluate which of these **two** options will have the biggest impact on the **sales revenue** of Red Bull.

(12 marks)

Revision Clock:



EASTER HOLIDAY REVISION - Homework 3 – w/c 20th March – Due in the week returning from Easter Holidays – 17th April:

Extract A

Gousto

Gousto is a 'recipe box' business that was founded in 2012 which delivers pre-measured ingredients of set recipes to customer homes across the UK. There are over 75 recipes that customers can choose between which change on a weekly basis. This number represents the largest choice of recipes available on the market today. Gousto targets families with small children and high income earners who can subscribe to weekly, fortnightly or monthly deliveries. Each order must contain a minimum of two recipe meals. Gousto prides itself on using recyclable packaging, fresh locally sourced ingredients and providing excellent customer service. For example, it gives its customers the option to skip deliveries or order one off boxes, unlike its rivals.

Over the years, Gousto has experienced increasing competition from businesses such as Hello Fresh, the market leader, which offer a similar service but provide less complicated recipes. Other recipe box businesses have entered the market that charge lower prices but provide more specialist menus. Gousto recognise that price is becoming an increasingly important factor for customers when deciding whether to buy a recipe box.

Figure 1 shows the price of a recipe box containing two meals for two people at different businesses.

Recipe box business	Two meals for two people
Gousto	£26.00
Hello Fresh	£24.00
Cookaway (meals from around the world)	£22.00
Pasta Delight	£20.00

Figure 1

At present, customers can only buy recipe boxes direct from Gousto online. However, in order to increase its market share, Gousto is currently investigating whether it should start to sell its products in nationwide food retailers, such as M&S that prioritise customer service. M&S has a similar target market to Gousto, people that do not mind paying extra for quality products. No other recipe box business distribute products in this way. Gousto is aware that M&S will increase the prices of the recipe boxes by 15% if it decides to sell Gousto products in its stores. However, Gousto is also aware that other brands, such as Pizza Express, sell their food products through major supermarket chains such as Sainsbury successfully.

- 1.3 In order to increase its market share, Gousto is considering selling its recipe boxes in M&S stores. Advise Gousto whether or not this is a good idea. Give reasons for your advice.

(9 marks)