

## Assignment brief – QCF BTEC

### Assignment front sheet

Qualification		Unit number and title	
BTEC Certificate Business		Unit 1: The Business Environment	
Learner name		Assessor name	
Date issued	Hand in deadline	Submitted on	
28/06/17	Your enrolment session on 31 <sup>st</sup> August or 1 <sup>st</sup> September 2017		
Assignment title	Induction work - Business start-up research		
In this assessment you will have opportunities to provide evidence against the following criteria. Indicate the page numbers where the evidence can be found.			
Criteria reference	To achieve the criteria the evidence must show that the learner is able to:	Task no.	Evidence
Unit 1: P1	describe the type of business, purpose and ownership of two contrasting businesses	1	
Unit 1: P5	describe the influence of two contrasting economic environments on business activities within a selected organisation	2 & 3	
Unit 1: M2	compare the challenges to selected business activities within a selected organisation, in two different economic environments	3	
Learner declaration			
I certify that the work submitted for this assignment is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice			
Learner signature:		Date:	

## Assignment brief

<b>Qualification</b>	Business BTEC National Level 3
<b>Unit number and title</b>	Unit 1
<b>Assessor name</b>	
<b>Date issued</b>	28/06/17
<b>Hand in deadline</b>	Your enrolment session on 31 <sup>st</sup> August or 1 <sup>st</sup> September 2017

<b>Assignment title</b>	Induction work - Business start-up research
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Purpose of this assignment

- To ensure learners are able to research and identify useful business evidence that will allow you to effectively complete your Business coursework, and to practice analysing this information in writing.

### Task 1 – Business research and posters

Scenario: You are thinking of starting up a small business in your local area rather than seeking employment in an established business. You have decided to investigate different businesses in the local area so that you can begin to identify a gap in the market for your business.

Activity: Identify three very different local businesses (at least two of them need to be in the private or charitable sector). You will need to produce a simple questionnaire which you can use to obtain the following information for each business:

- A description of the business,
- A description of their businesses purpose (provide goods to supply services),
- What the aims of the business are,
- The business ownership model (sole trader, charity, PLC etc),
- Their size, scale and the sector they operate in (number of staff, Primary, Tertiary or Secondary),
- Three interesting photos for each business.

Produce a poster for each business that presents all of the above information.

This provides evidence for Unit 1 P1

### Task 2 – Business Environment key terms

Dyson are considering investing in a new factory to manufacture the new Dyson Supersonic Hair Drier. They have two potential options: Building a factory in Tewksbury, Wiltshire, UK, or building a factory in China. Your first coursework unit will require you to know how to use business and economic theory to decide which country Dyson should build the factory in.

Your task is to research and explain the following concepts in your own words and in as much detail as possible. You should also be able to explain how the first 3 concepts are calculated.



Please word process this work and title it '**Business Glossary**'.

- a) Economic growth (GDP),
- b) Inflation (RPI & CPI),
- c) Unemployment,
- d) Interest rates

Please include a bibliography of all sources of information you used.

**Task 3 – News Article**

Using the following 2 web links below and any other current sources for research, write an A4 sized news article, using no more than size 12 font, titled '**The Health of the UK Economy**' and covering the following:

- i. An analysis of the UK's economic growth (GDP) over the last 5 to 10 years – what's happened and how does this affect UK businesses?
- ii. An analysis of the UK's inflation over the last 5 to 10 years – what's happened and how does this affect UK consumers and businesses?
- iii. An analysis of the UK's unemployment over the last 5 to 10 years – what's happened and how does this affect UK businesses?
- iv. An analysis of the UK's interest rates over the last 5 to 10 years – what's happened and how does this affect UK consumers and businesses?
- v. This report should include a bibliography (list) of all sources of information you used.

<http://www.bbc.co.uk/news/business/economy>, <https://www.cia.gov/library/publications/the-world-factbook/>

This provides evidence for Unit 1 P5 and M2

<b>Evidence checklist</b>	
[Summarise evidence required, e.g. 'leaflet', 'presentation notes' etc.]	[tick boxes]
Evidence of questionnaire for business owners or employees (Task 1)	
Evidence of research, including photos, for Task 1	
3 posters for Task 1	
A Business Glossary and evidence of research for Task 2	
An A4 news article explaining the health of the UK economy for Task 3	