

+BTEC First Business

Unit 1 Exploring business purposes

Welcome to business studies, thank you for choosing the course. I hope you enjoy learning what I deem to be an exciting and interesting course.

In preparation of your course pupils are required to complete some basic research to allow a massive head start in September.

This will involve researching two different types of organisations. The focus is on collecting facts, figures and quotes rather than essay writing(that will come later).

requirements	Completed?
<p>Organisation 1: A large retail business</p> <p>Choose a large retail business e.g. Tesco, Aldi, Lidl, Waitrose, Sainsburys or any other large retail outlet.</p> <ul style="list-style-type: none">• Include details of the business name, logo, slogan and brief history.• Research what your business does and state its purpose• Research the 'type of ownership' (you will have to research types of ownership if you are new to the subject)• Research a range of details to indicate the scale of the business such as number of employees, branches, countries they operate in and any other factual information you deem relevant.• Any special things they do to serve their customers and encourage loyalty e.g. club Cards	
<p>Organisation 2: A large charity</p> <p>Choose a large charity which operates in several countries worldwide.</p> <ul style="list-style-type: none">• Include details of the charity name, logo, slogan and brief history.• Research what your charity does and state its purpose• Research the 'type of ownership' (you will have to research types of ownership if you are new to the subject)• Research a range of details to indicate the scale of the operations such as number of employees, branches, countries they operate in and any other factual material you deem relevant.• Any special things they do to appeal to the people who use the charity. E.g. Macmillan Cake mornings	

Key points:

- Total work should be about 3-4 pages(size 9 font)
- It does not need to be typed up as an essay. It can be simply bullet points but it must cover all the key points above.
- You should have a bibliography page at the rear where the websites of all the quotes articles you have used are present.

Regards,
Mr McAlynn
Head of business studies