




Business GCSE 1.4 Making the Business Effective		Road Map			
In this unit you will investigate business calculations and business performance <b>LG1:</b> Knowledge <b>LG2:</b> Application <b>LG3:</b> Skills	Assessment Grades				
Themes	Learning Goals/Outcomes/Content				
1.4.1 The options for start-up and small businesses	LG1: Know the characteristics of a sole traders, partnerships and limited companies LG1: Know the advantages and disadvantages of sole traders, partnerships and limited companies LG2: Give examples of sole traders , partnership and limited companies LG3: Analyse the characteristics of different types of business ownership				
1.4.1 The concept of limited liability	LG1: Explain the concept of limited liability and the implications for businesses and individuals LG1: define the term liability LG1: explain the terms limited and unlimited liability LG2: Link liability to ownership types				
1.4.1 The option of starting up and running a franchise operation	LG1: To know that a business can be set up as a franchise LG1: To define franchise, franchisor and franchisee LG3: To analyse the advantages and disadvantages of setting up as a franchise				
1.4.2 Business location	LG1: Know the factors that impact on business location LG2: Identify factors important to a given business LG3: Analyse factors LG1: Know that the nature of the business will impact on the choice of location LG1: Know that the Internet has impacted on location decisions LG2: Give examples of businesses locating on the Internet LG3: Analyse the advantages and disadvantages of Internet location				
1.4.3 The marketing mix	LG1: Know the elements of the marketing Mix LG2: Use primary research to find out information about a product				
1.4.3 The marketing and balancing elements	LG1: Know the need to balance the marketing mix based on the competitive environment. LG1: Know the impact of changing consumer needs on the marketing mix. LG1: Know the impact of technology on the marketing mix: e-commerce, digital communication.				
1.4.4 Business plans	LG1: Know the content of a business plan: the business idea; business aims and objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix. LG1: Know the importance of completing a business plan in reducing risk and obtaining finance LG2: Identify areas of the business plan for given business LG3: Evaluate the effectiveness of a business plan r given business LG3: Evaluate the effectiveness of a business plan				

**Links:**

**Prior Knowledge:** This unit builds on concepts you learnt in 1.1 –how do business ideas come about and added value. It also builds on the work you covered in 1.2 – customer needs, market research, segmentation and the competitive environment. You will build on these topics to look at how customer needs can be met through the appropriate marketing mix, choice of location. You will also build on the topics of risk and reward covered in 1.1, when you consider the choices of business ownerships that are available to a new entrepreneur.

**Future knowledge:**

In topic 2.1 you will build on this knowledge of ownership by looking at how ownership develops as a business grows. In 2.2, you will study the marketing mix further, looking at each element in more details and considering extension strategies.