Revision checklist - Unit 1.1 Setting up a Business

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| Definitions | Content you must know | Advantages and disadvantages |
| * Franchise
* Business aims
* Market share
* Stakeholders
* Business planning
* Ethical and sustainability
* Sole Trader
* Partnership
* Private Limited company
* Limited liability
 | * What a Business is?
* Why Businesses are set up?
* Types of business aims, market share, survival, growth, customer satisfaction, ethical and sustainable
* Different stakeholders needs, customer, owner, suppliers, employees, local community, government
* What is on a business plan and why is one needed?
* Aware of risks and what businesses can do to minimise risk
* Understand the factors of location, including – availability of raw materials, transport, labour, competition, technology and proximity to market and the costs
 | * Franchise
* Business planning
* Sole Trader
* Partnership
* Private Limited company
* Limited liability
 |

Unit 1.2 Marketing

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| Definitions | Content you must know | Advantages and disadvantages |
| * Market research
* Questionnaire
* Focus group
* E-commerce
* Method of distribution
* Wholesalers
* Retailers
 | * Why business conduct market research
* Products a small business will sell
* Relationship between price and demand
* The different promotion methods, advertising in local newspapers, the internet, posters, personal recommendation
 | * Using the following research methods; questionnaire, customer/supplier feedback, focus group, internet research
* The different promotion methods, advertising in local newspapers, the internet, posters, personal recommendation
* Ecommerce
 |

Unit 1.3 Finance

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| Definitions | Content you must know | Advantages and disadvantages |
| * Source of finance – Bank Loan, overdraft, family friends, mortgage and government grants
* Revenue
* Costs
* Profit
* Cash Flow forecast

**Calculate Profit or Loss*** Will need a calculator for the exam
 | * Bank Loan, overdraft, family and friends, mortgage and government grants
* Calculate Profit
* Interpret a cash flow forecast
* Recommend possible solutions to improve cash flow
 | * Bank Loan, overdraft, family and friends, mortgage and government grants
* Lowering price
* Of producing a cash flow forecast
 |

Unit 1.4 People in Business

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| --- | --- | --- |
| Definitions | Content you must know | Advantages and disadvantages |
| * Full and Part time
* Legalisation employers have to be aware of
* Monetary motivation
* Non-monetary motivation
* Internal and External recruitment
 | * Ways to recruit internally and externally
* Factors that determine wages
* Monetary benefits
* Non-monetary rewards
* Suggest ways to motivate staff
* Types of legalisation, minimum wage, equal pay act, discrimination laws
 | * Full and Part time
* Internal and external recruitment
* Benefits of motivated staff
 |

1.5 Operations

|  |  |  |
| --- | --- | --- |
| Definitions | Content you must know | Advantages and disadvantages |
| * Job production
* Batch Production
* Operational efficiency
* Quality
* Customer service
 | * Ways to be operationally efficient
* Customer expectations of quality
* Laws that protect customers
* How customer service have improved from advances in ICT
 | * Job production
* Batch Production
* Customer service
 |

Unit 2

2.1 The Business organisation

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| Definitions | Content you must know | Advantages and disadvantages |
| * Merger/ Takeover
* Organic Growth
* Selling Franchises
* Public Limited Companies
* Private Limited Companies
* Social objectives
 | * How growth can impact different stakeholders
* Changes in objectives as a Business grows
* The importance of choosing the right location
 | * Expanding a business
* Merger/ Takeover
* Organic Growth
* Selling Franchises
* Public Limited Companies
* Private Limited Companies
* Social objectives
 |

2.2 Marketing

|  |  |  |
| --- | --- | --- |
| Definitions | Content you must know | Advantages and disadvantages |
| * Product portfolio
* Product lifecycle
* Price skimming
* Price penetration
* Competitive pricing
* Cost plus pricing
* Loss leaders
* Channels of distribution
* Promotional methods – advertising, sales promotion, sponsorship, direct marketing
 | * Stages in product lifecycle
* How a business can broaden lifecycle (extension strategies)
* Factors that influence a pricing decision
* Promotional methods – advertising, sales promotion, sponsorship, direct marketing
* Different Channels of distribution
 | * Promotional methods – advertising, sales promotion, sponsorship, direct marketing
 |

2.3 Finance

|  |  |  |
| --- | --- | --- |
| Definitions | Content you must know | Advantages and disadvantages |
| * Sources of finance – retained profit, Loans, share issue, selling unwanted assets
* Profit and Loss Account
* Balance sheet
* Asset
* Liability
* Capital
* Liquidity
 | * Sources of finance – retained profit, Loans, share issue, selling unwanted assets
* Different Assets – Current/ Non current
* Different Liabilities - Current/ Non current
* Calculate Gross Profit Margin
* Net Profit margin, Current ratio, Acid test ratio
* Understand Liquidity
 | * Sources of finance – retained profit, Loans, share issue, selling unwanted assets
 |

2.4 People in Business

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| Definitions | Content you must know | Advantages and disadvantages |
| * Organisation structure
* Layers of management
* Span of control
* Centralisation and decentralisation
* On the job, off the job training
 | * Centralisation and decentralisation
* Staff recruitment process
* Appraisals
* Performance reviews
* Methods to motivate – including management styles and remuneration methods
 | * Centralisation and decentralisation
* Benefits of Induction programmes, on the job and off the job training
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2.5 Operations Management

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| Definitions | Content you must know | Advantages and disadvantages |
| * Flow production
* Specialisation
* Division of labour
* Just in time (JIT)
* Lean production
* Total Quality Management (TQM)
* Quality assurance and quality inspections
* Outsourcing
 | * Flow Production
* Just in time
* Lean production
* How a large business gains an advantage over small businesses
* Complexity of large business communicating and producing
 | * Flow production
* Just in time
* Lean production
* How a large business gains an advantage over small businesses
* Complexity of large business communicating and producing
* Outsourcing
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