

BTEC Year 11 – 12

Summer Independent Learning 2025



By completing these activities as part of your Summer Learning, you will gain:

- a realistic expectation of the Business Studies at BTEC Business
- An appreciation of the fact that there will be lots of new content, even if you have studied GCSE Business Studies.
- an ability to contribute in class with real world examples
- an inquisitive mind
- An increased ability to hit the ground running at the start of the academic year.

Completing this task will also help you develop the following skills:



Organisation



Problem Solving



Initiative



Communication

Please make sure that you complete all of the tasks fully and electronically if possible and bring your work for submitting on Microsoft Teams to be reviewed by your teacher in your first Business Studies lesson.

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Business Ownership








Business Sectors

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PESTLE

Business Key Principles

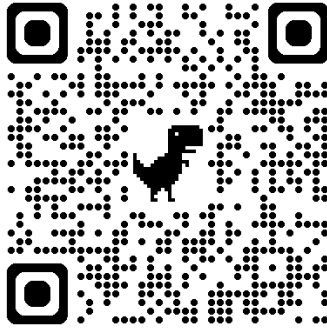


Term	Definition	Example
Business Objectives 	<p>These are measurable targets, which can be used to help achieve the mission.</p> <p>Profit, sales, growth, survival, cash flow, social and ethical are common business objectives.</p> <p>An objective can also be used to assess progress towards achieving the long-term goals of the business.</p>	<p>To increase profit by 5% by the end of 2021.</p> <p>To increase sales volumes of iPhone 13 by 10% by the end of 2022.</p> <p>To reduce waiting times of A&E patients by 2% by the end of 2021.</p>
Mission 	<p>This is an aim a business hopes to achieve.</p> <p>This is usually found in a statement online and describe the reason for the business existing.</p>	<p>Google's mission is to is to organise the world's information and make it universally accessible and useful.</p>
Revenue (TR) 	<p>This is the income a business receives in return for the sale of goods and services.</p> <p>It is calculated using the formula:</p> <p style="text-align: center;">Selling price X quantity sold.</p> <p>Revenue is the same as turnover and sales.</p>	<p>Firm A sells 500 sandwiches at a selling price of £3. $3 \times 500 = \text{£}1500$</p> <p>Q: Firm C sells 600 TV's at a selling price of £150 and 400 DVD players at a selling price of £90.</p> <p><u>What is the revenue?</u></p>
Fixed Costs (fc) 	<p>Fixed costs are costs which do not vary directly with the level of output.</p> <p>Fixed costs still exist even if the business is not producing any goods or services.</p>	<p>An example of a fixed cost is rent which will not vary whether the office or factory is used intensively to produce goods and services or hardly used at all.</p>
Variable Costs (vc) 	<p>Variable costs are costs which vary directly with the level of output</p> <p>So if a firm increased production by 50% variable costs would increase by 50%.</p>	<p>Variable costs include things such as:</p> <ul style="list-style-type: none"> - Fuel - Raw materials - Packaging
Total Costs (tc) 	<p>Total Costs are calculated by adding together fixed and variable costs.</p> <p>The formula is: FC + VC</p>	<p>fixed costs = £150 Variable Costs = £250 Total Costs = £400</p>
Profit 	<p>Profit is a comparison between costs and revenues.</p> <p>The formula is: Total Revenue – Total Costs (TR – TC)</p> <p>If total revenue exceeds total costs then the business is making a profit.</p> <p>If total revenue is less than total costs then the business is making a loss.</p>	<p>Q: John's Pasta bar charges £10 for three courses and has an average of 800 customers per week. The variable costs are £4 and the fixed costs are £3,400 per week</p> <ul style="list-style-type: none"> • Calculate revenue • Calculate total costs • Calculate profit

Unit 1 Exploring Business – What makes businesses successful?

In preparation for starting your Unit 1 Exploring Business work, you will begin looking at what the features of a business are

Watch these videos and fill in this table:



Business type	Description	Advantage	Disadvantage
Sole trader			
Partnership			
PLC			
LTD			
Public sector (eg a school)			
Not for profit (eg a charity)			

	Definition
Limited Liability	
Unlimited Liability	

Sectors of Industry

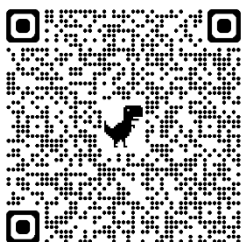
A business aims to satisfy customers' needs and wants. Businesses operate in the primary, secondary, tertiary, or quaternary sectors of industry.

Watch the following and fill in the table <https://www.bbc.co.uk/bitesize/guides/zmx47nb/revision/2>



Sector	Description	Example
Primary		
Secondary		
Tertiary		
Quaternary		

Size



What is a SME?

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Reasons for Success

Businesses often set themselves targets that they want to achieve. These aims and objectives

Can be used to motivate employees and help a business measure their performance.

Research Morrisons (and answer the following questions

What is the aim / core purpose of Morrisons:

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What do you think the aim/core purpose means

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How does Morrisons achieved this aim/core purpose?

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Who are the main competitors of Morrisons?

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What makes customers go to Morrisons rather than these competitors (think about pricing/what they sell/customer service etc)

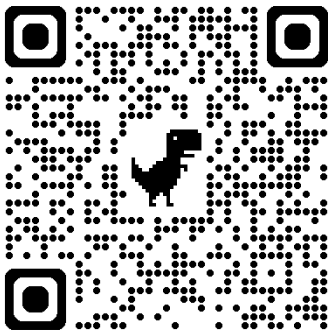
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Stakeholders

Research five internal and/or external stakeholders of Morrisons and explain their influence- we have done the first one for you.



Name of stakeholder	Description	Influence
Customers	Individuals who purchase/use the goods or services offered by the business.	Customers can choose whether to shop at Morrison's which could influence the profit made. They can also influence products and services that Morrison's sell for example halal food in Bradford. Sometimes, this can also include more delivery options for customers living in rural areas.

How do the following effect Morrison's?

Factor	How it effects Morrisons
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<p>Political factors</p> <p>(eg political decisions such as Brexit)</p>	
<p>Economic</p> <p>(eg current cost of living crisis/inflation)</p>	
<p>Social</p> <p>(eg current trends-vegan food)</p>	
<p>Technology</p> <p>(eg use of mobile phones)</p>	
<p>Legal</p> <p>(eg laws such as the National Minimum Wage)</p>	
<p>Environmental</p> <p>(eg being carbon neutral)</p>	

