

BTEC Year 11 – 12 Summer Independent Learning 2026



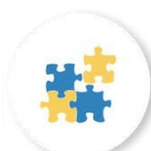
By completing these activities as part of your Summer Learning, you will gain:

- a realistic expectation of the BTEC Business Double Award: Unit 5
- 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:



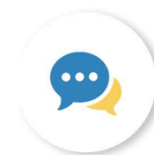
Organisation



Problem Solving



Initiative



Communication

Please make sure that you complete all 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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Unit 5
International Business



International business can take many different forms and these include sending things overseas (exporting), bringing them in (importing), operating in different countries (multinational) and being involved with the support for businesses operating in multiple countries, through activities such as marketing or logistics.



Match these key terms to the definitions below:

- Multinational Business**
- International Business**
- Exporting**
- Importing**
- Revenue**
- Brand**

Term	Definition	Example
	Business that has offices or businesses in different countries.	
	A distinctive name or trademark that is given to a particular product or service	
	When a business sends products overseas.	
	When a business brings products into the country from overseas.	
	The amount of money a company receives during a specific period	
	A business that sells goods or services to other countries but does not have offices or businesses in other countries.	



McDonalds is a multinational organisation that operates globally.



Astonish is a Bradford, UK based company that operates internationally. Did you know Astonish exports to over 40 countries?

ACTIVITY

For the two businesses above (McDonalds and Astonish) research what they import into the UK, and Export out of the UK. In The Style is done as an example, for you.

Business	Imports	Exports
IN THE STYLE	They import clothes from china into the UK. These will be stored in their warehouses until orders come in.	In the style export their clothes to customers who order them in different countries. These are the countries they export to
		



Reasons for conducting business Internationally

Conducting business internationally offers lots of different opportunities for growth and development that may not be possible from working in the UK alone. For example Astonish is a British owned company that benefits significantly from international business.



Research the following reasons and provide an appropriate image.

Reason	Meaning	Appropriate Image
Fiscal Benefits		
Access to new markets		
Market Leadership		
Brand Exploitation		
Additional Revenue Streams		
Technological Dominance		



<https://www.insidermedia.com/news/yorkshire/astonish-hails-growth-and-plans-biggest-ever-investment>

Visit the link above to find out some of the countries Astonish currently operate in. List 10 of the countries here (including the UK)



ACTIVITY

Explain two advantages and two disadvantages to Astonish of trying to sell to a country where they do not already operate.

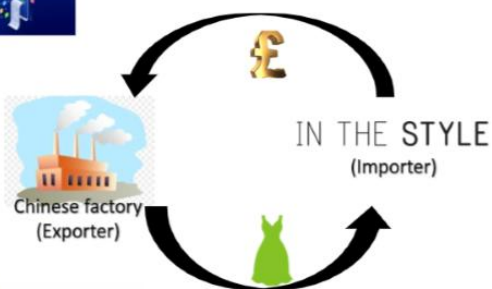
Advantages	Disadvantages



Financing of International Business

Once a business has decided that it wishes to trade internationally, and has researched all the possible options, the next stage of the process is to ensure that the finances are in place so that the international trade can be financed. There are four key ways to finance international business and the appropriateness of the different methods vary much depends on the products or services that are being offered and the market which the business is operating.

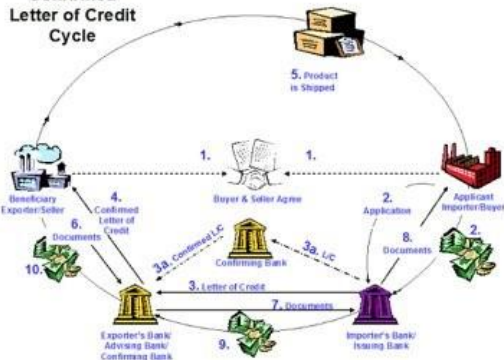




Prepayment by the importer – if a business wishes to import goods into the UK to sell, they may be asked to pay in advance for part or the whole amount. This can happen when:

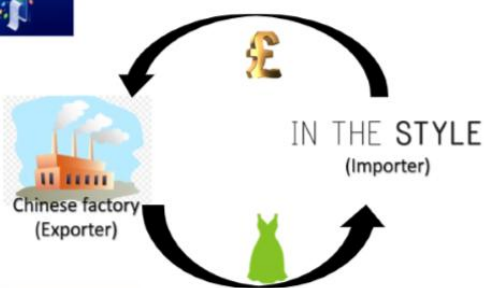
- The company sending goods to the importer has little trust or previous experience in trading
- The political situation in either country is challenging
- There is high demand for the goods. Paying in advance can help to fix the price
- The importer is a new business and cannot negotiate better terms.

Confirmed Letter of Credit Cycle



Letters of credit – the bank of the importer agrees that they will pay the supplier as soon as the order has been completed and the terms of the letter of credit are met. How it works:

The bank working with the importer do not check the goods have been received. The bank monitors the agreement between the two different businesses and acts as a form of intermediary to make things easier for both parties. They can also be used for evidence for customs where the business is operating.



Export credits – may be offered to a business overseas when a UK company allows them to have the goods up front and allows them to pay for them after an agreed period of time.

Export credit agencies can provide export credits and help to negotiate terms and provide insurance. This is important if the country is trading with a politically unstable and high risk. Export credits can be short, medium or long term, depending on the level of risk.



Bank loans – the type of loans offered depends on the size of loan required, type of products on offer and knowledge of the market or country.

Loans can be taken directly by the business through their existing banking arrangements or through a specialist agencies such as UK Export Finance.

ACTIVITY

Explain two ways a business-like Astonish would use a loan in order to expand their business internationally

<https://www.thetelegraphandargus.co.uk/news/19324807.bradford-business-astonish-makes-new-move-20m-investment/>

1.

2.

Support Available for International Business



The British Chambers of Commerce have been offering support for business to trade internationally for more than 150 years and promote partnerships between organisations in different countries. The support offered aims to give practical and on the ground advice about how to work in different markets in the world. Businesses wishing to operate overseas can get access to specific support to operate in a particular country including:

- Market information
- Practical tips about how to trade in a country
- Building the share of a market in a particular country
- Building the share of a market in a region.

ACTIVITY

Britishchambers.org.uk

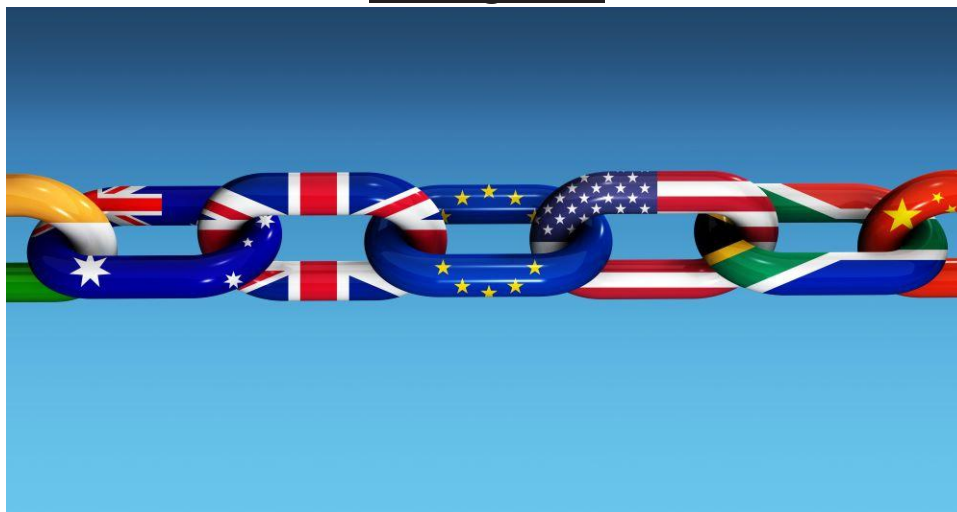
Use the website link above and research the role of the British Chambers of Commerce in International trade and answer the following questions.

1. Why do you think the British Chambers of commerce offer support to businesses?

2. What are the advantages of the British Chambers of commerce in providing information and support to businesses to trade in other countries?

3. Carry out research to find information on where the nearest Chamber of Commerce office is to where you live. Put the address below.

Trading Blocs



A trading bloc is a group of countries in a geographical area that get together to protect themselves from countries outside their group, working together to make goods or services move more easily and placing restrictions on the number of goods and services being brought into the area.

Three trading blocs include:

EU
USMCA
ASEAN

ACTIVITY

Give two advantages and two disadvantages of Trading Blocs

Advantages	Disadvantages

ACTIVITY

Research the countries that are in each of the trading blocs below and colour them in on the map (on the next page) using the colours the trading blocs are listed

EU

USMCA

ASEAN

World Map With Countries



Strategies for growing internationally



McDonalds re-engineer their menu so they can meet the demands of their international markets. They also use Franchising to expand their presence globally.

ACTIVITY

McDonalds

Find evidence of how McDonalds change their menu to suit the market in India. Include a screenshot of the Indian menu below. How is it different from a US McDonalds? (continues on next page)

Visit this webpage <https://corporate.mcdonalds.com/corpmcd/our-company/how-we-operate-internationally.html>

What percentage of McDonalds Restaurants are Franchises?

Visit this webpage <https://worldpopulationreview.com/country-rankings/most-mcdonalds-by-country>

Next to the US, which country has the most McDonalds restaurants?

Which country has only 1 restaurant?

Why do you think this country only has 1 restaurant?



Astonish

Astonish has a team that focuses on targeting new countries to sell to, through distributors. They attend a trade fair in Germany every year, to get new customers. Many products sold in the UK are also sold overseas.

Astonish also introduces new products and new branding for different markets.

Visit this webpage <https://www.thegrocer.co.uk/news/astonish-unveils-11-homecare-lines-with-uplifting-fragrances/716049.article>

Explain and include a picture of ONE new Astonish product that is available to UK and international customers.