

BTEC National Extended Certificate in Business

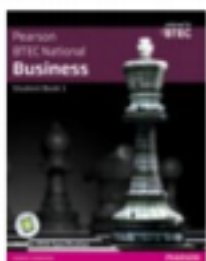
Pearson

Introduction

Welcome to your BTEC Business course. Although some of you may have studied 'business' doing either GCSE or VCERT courses, this course will add to and stretch your subject knowledge as well as introducing you to new ways of assessment.

The work you will be completing is going to require a significant amount of research, but will prepare you well for the start of the course in September.

Before the start of the course in September you will be expected to have the following textbook;



BTEC Nationals Business Student Book 1 + Activebook

Publisher: Pearson

Author: Jenny Phillips, Helen Coupland-Smith, Catherine Richards, Julie Smith, Ann Summerscales

ISBN: 9781292126241

Your BTEC Nationals Business Student Book 1 is accompanied by an ActiveBook (online version of the Student Book)...

Folders and organisation of notes;

Please purchase an A4 lever arch folder with coloured subject dividers and plastic wallets to help organise notes.



Tasks for completion

Research task - Business is a fascinating subject that impacts all of us in some way or another every single day. Particularly at the moment, businesses themselves are facing a very difficult time due to external influences including BREXIT and the Covid-19 worldwide pandemic.

Research the impact of Covid-19 on different types of businesses. Choose at least one local, national and international business and explore how they have been affected by these two external influences. After you have written a detailed explanation, you are then required to describe and analyse the ways in which these businesses have responded to the events. What might be the short, medium and long term effects of any decisions they have made. Finally, what would you recommend to help protect against future uncertainty and situations that could help prepare these businesses better?

Your work can be presented in slides, docs but must utilise a range of sources and references to help validate your opinions.

One useful resource is the tutor2u website;

<https://www.tutor2u.net/business/reference/business-impact-and-response-to-the-coronavirus-crisis>

Task 1 - As part of Unit 2 you will be developing a marketing campaign.

Key

 Unit assessed externally  Mandatory units  Optional units

Unit (number and title)	Unit size (GLH)	Certificate (180 GLH)	Extended Certificate (360 GLH)	Foundation Diploma (540 GLH)
1 Exploring Business	90	M	M	
2 Developing a Marketing Campaign	90	M	M	
3 Personal and Business Finance	120		M	
4 Managing an Event	90			
5 International Business	90			
6 Principles of Management	120			
7 Business Decision Making	120			
8 Recruitment and Selection Process	60		O	

To help prepare you for this read the case study on Halo Top below. You need to look at how Halo Top entered the UK market, and specifically what they have done in terms of marketing to increase customer awareness and market share.

Product launch - Halo Top

It has 706,000 Facebook friends and 593,000 Instagram followers; but Unilever hates it. It's Halo Top, an American dairy free 'ice cream' that comes in 25 flavours and contains between 240 and 360 calories per pint. Unilever's Ben & Jerry's *Phish Food*, by comparison, contains 1,350 calories. No wonder Halo Top has grown from nothing to a 5% share of the enormous US market for ice cream. And it's coming to the UK in January 2018.

Halo Top achieved its dynamic growth in America based on a social media strategy. It used a David & Goliath story to sell the product – exactly as Ben & Jerry once did (before ice cream multinational Unilever bought up the business). In other words Halo Top was presented as the small, brave newcomer to a market dominated by giant brands.

According to secondary research company Mintel: 'The combination of added protein, calorie count prominently displayed and shrewd use of social media struck a chord with young Americans, overturning the assumption that health and nutrition had no place in the ice cream chiller'.



In the UK, sales of ice cream have been quite static in recent years, with little change in a market size of around £920 million. Yet 'Free-from' foods have been the grocery market's stars, with growth rates of 20 – 25% a year. Now Halo Top may bring the same dynamism to the UK ice cream market.

For Unilever, which has a 50% share of the UK ice cream market with brands such as Walls and Ben & Jerry's, Halo Top will have to be taken seriously. In growing from zero to \$50 million of sales in America, Halo Top has proven that it could be very serious competition in the UK. A multi-billion pound business such as Unilever does not sit back and allow newcomers an easy ride; it wants to dominate the competitive environment.

1. Outline one way in which Unilever may try to weaken its new competitor, Halo Top.
2. Discuss the impact of competition on decision making for the owner of a small business.
3. Evaluate whether Halo Top is likely to be a success. Use the information provided as well as your knowledge of business.

Task 2 - Exploring businesses

In preparation for Unit 1 you are required to research two different types of businesses. Complete the following activities;

- Look at the key features of National Trust and Tesco. What specifically makes them successful? - Who are the main business stakeholders? Which stakeholders are most interested in National Trust and Tesco? Explain why! How do National Trust and Tesco communicate with these stakeholders in order to keep them satisfied?
- What is the legal structure of National Trust and Tesco (sole trader, franchise, partnership, limited company etc)?
- What are the main aims of these businesses and why have they set these? - Give a detailed explanation of any external factors that might affect the success of National Trust and Tesco. How might they be impacted by these?

Summary of unit

Learning aim	Key content areas	Recommended assessment approach
A Explore the features of different businesses and analyse what makes them successful	A1 Features of businesses A2 Stakeholders and their influence A3 Effective business communications	A report that examines the features of two contrasting businesses, looking at how each is organised, how their structures enable achievement of their aims and objectives and the relationship and communication with stakeholders.
B Investigate how businesses are organised	B1 Structure and organisation B2 Aims and objectives	
C Examine the environment in which businesses operate	C1 External environment C2 Internal environment C3 Competitive environment C4 Situational analysis	A report that examines the effects of the internal and external environment on a large business and how the business has, and will, respond to changes.
D Examine business markets	D1 Different market structure D2 Relationship between demand, supply and price D3 Pricing and output decisions	
E Investigate the role and contribution of innovation and enterprise to business success	E1 Role of innovation and enterprise E2 Benefits and risks associated with innovation	A presentation that investigates the use of enterprise and innovation in an existing business.

Please submit all your work on google classroom on completion.