**A Level Business Studies**

**Welcome to ‘A’ Level Business Studies!**

The first unit for this course focuses on business start-ups. In order to prepare you for your lessons in September, we would like you to create a basic business plan .

1. Use the template below to help you construct a simple business plan for a business idea of your choice.

|  |  |
| --- | --- |
| **Area of the Business Plan** | **What should you include?** |
| **Business Description** | Name of the Business.What products/services does the business offer?Your vision for the future of your business. |
| **Product or Service** | What makes the product/service different from the competition?What benefits will customers gain?Plans for any further development of the product/service in the future. |
| **Market Analysis** | The customer – who are they? Where are they? What are their wants and needs?The competition – who are they? What are their strengths and weaknesses?(*You will need to conduct some research on the internet to complete this section).* |
| **Strategy and Implementation** | Strategies might include:* What price will you set your product/service at? Why have you chosen this price?
* How will you promote your business? What are the benefits/limitations of these forms of promotion?
* Where will you locate your business/ Why do you feel that this is an appropriate choice of location (you should include a map here to show where your business will be located)
* Production technique (how will you make the product? Using what equipment? How much can you produce?
* How will you ensure good quality is being offered? Outline the strategies you will use to ensure that both customer service and product quality is of a high standard? How will you monitor the quality in the long term?
 |
| **Management Team** | Who will be working with you?What are their key skills and experience?What roles will there be within the business?How many employees will you have? What will their responsibilities be? |
| **Financial Plan** | You are not in a position yet to be able to produce financial forecasts as an entrepreneur normally would in their business plan. However, I would like you to consider where you would get the information from the be able to produce financial forecasts:* How will you know how much it will cost to set up your business? How will you research these costs?
* How will you estimate how many sales you will get in the first year of trading? What will you base you predictions on?
 |

1. Look on the internet in order to find out why businesses create business plans and how it can benefit them.