

Business in the Sixth Form AQA



1. What is Marketing and why is it important for a Business?
- 2 Investigate Digital Marketing, is this vital for all Businesses?



3. What role does Finance play within a successful Business?
4. Research Income Statement, Balance Sheet, Cashflow.



Business Planning

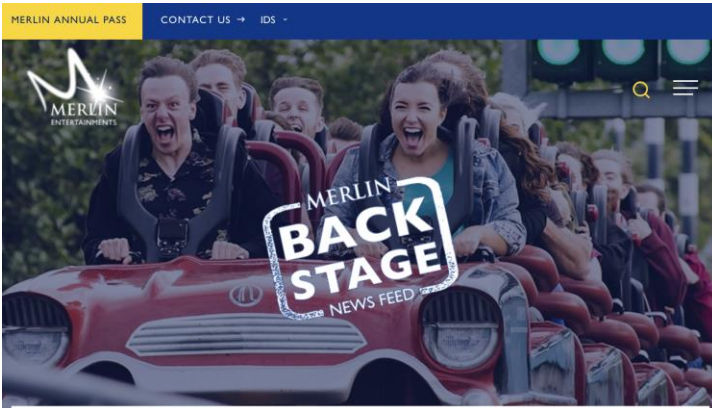
A Business Plan is an important document which contains key information about the Business (see the diagram above) This document will traditionally be presented to potential investors to reassure/encourage them to invest in a Business idea. The Business plan will also be used to help the owners 'stay on track' as it contains information such as their Mission Statement and Timeline.

5. Research a Business Plan and all of the components listed above (this can vary, dependent on the Business)
6. Watch some episodes of 'Dragons Den' on IPlayer (you need to register)
<https://www.bbc.co.uk/iplayer/episodes/boo6vq92/dragons-den>

The entrepreneurs will present an outline of their Business plan to the 'Dragons' to seek their investment.

7. Do you have a Business Idea? – complete an outline Business Plan for your idea.

Extended Writing



Merlin Entertainments plc are the largest entertainments business in Europe and second largest in the World.

Research Merlin and summarise this as a written report, be sure to include examples of the 'entertainment' businesses that Merlin own.

Types of Business Ownership

There are several different 'types' of Business ownership in operation in the UK, research the different types and create a revision resource. What type of ownership is Merlin Entertainments and explain clearly why this choice is suitable for them. Include in your answer, why the other types of ownership may not be suitable.



Useful Websites for research and further Business knowledge;

1. www.tutor2u.net
2. www.senecalearning.com
3. www.gojimo.com
4. www.bbc.co.uk
5. www.getrevising.co.uk

