

Business Unit 1 Revision Checklist, Unit 1 Revision

Syllabus Content		Notes	1	2	Self Review
1	Intro	What is Opportunity Cost?			
2	What is business?	What do businesses do? What are the characteristics of small businesses. Why do many new businesses fail in their first year.			
3		What is the relationship between production, suppliers, customers and markets? What are the 4 things that are necessary for starting up a business.			
4	Understanding Customer needs	What is the difference between needs & wants? What is the importance of satisfying customer needs?			
5		What are the various sources of secondary data available to a small business? What are the advantages and disadvantages of each method?			
6	Market Mapping	What is the difference between Quantitative & Qualitative data?			
7		How can primary data be collected?, eg focus groups, questionnaires (postal, internet or otherwise), interviews. What are the advantages and disadvantages of each method?			
8		Why is it useful to collect data directly from customers / potential customers			
9		What effects can different types of questions have in affecting the usefulness of the answers to the questionnaire. Eg open Vs closed questions, Why is it important to make sure that you ask questions so that they can be analysed in a spreadsheet?			
10		What are the main sampling methods (random & quota). What are the advantages and disadvantages of each method?			
11		What are the main methods of analysing customer buying habits & preferences. What are the advantages and disadvantages of each method?			
12		What is a market segment? What are the main ways of segmenting a market?			
13		What are the main ways of identifying market segments? What are the advantages and disadvantages of each method?			
14		How can businesses identify a gap in the market?			
15	Analysing competitor strengths and weaknesses	Why is it important to know the strengths & weaknesses of competitors when planning to enter a market? How can business use this knowledge to spot a opportunity?			
16	Understand the need to add value	What is added value, how is it calculated & why is it important in the survival & success of a business?			
17		What are the main methods businesses use to add value? (convenience and speed, branding, quality, design, USP)			
18	Options for starting up a business	What is Franchising? What are the advantages and the disadvantages of being a franchisee?			
19	What is Enterprise?	What are the main characteristics of being an entrepreneur / being enterprising?			
20		What is the difference between providing goods and providing services?			
21	What Questions do Entrepreneurs ask?	Why? / Why not? / What if? / Who? / How? / Where? When?			
22	Thinking Creatively	What is the meaning of Competitive advantage?			
23		What is Deliberate creativity? How is deliberate creativity used to create product idea.			
24		What are lateral thinking, Blue skies thinking, the 6 thinking hats?			
25		What is the importance of thinking creatively in starting a new business and creating competitive advantage.			
26		How to evaluate new business ideas / Brand names			
27		What are the obvious and not so obvious implications of a business idea			
28	Innovation & Invention	How do new business ideas come about?			
29		What is the difference between innovation and invention? What are process & product innovation?. How do new business ideas come about?			
30		What are the ways in which a business can protect its ideas (patents / copyright / trade marks)? What do these things mean?			
31	Taking Calculated risks	What are the advantages and disadvantages of starting a business?			
32		What is the meaning of "risk" & "a calculated risk". Why is making mistakes is a useful part of the learning process?			

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33		What is the importance of calculating & weighing up risk in starting a business?			
34	Other important Enterprise skills	What other skills do entrepreneurs need to have? (Planning, thinking ahead, seeing opportunities, having drive & determination.)			
35		Why is it important for an entrepreneur to plan, to think ahead, to see opportunities, to have drive & determination.			
36		Why is it important to use mind maps to make connections between different parts of the start up process?			
37	Objectives when setting up	What are the range of reasons for wanting to start a business, including profit or income, financial security, wealth, personal satisfaction, challenge, to help others (starting a charity).			
38		What is the difference between financial and non financial objectives. How is success measured?			
39	The qualities shown by entrepreneurs:	What are the qualities that good entrepreneurs have? (Determination and initiative, the willingness to take risks and make decisions, the ability to plan and persuade, showing leadership)			
40		Why is luck important in business success/failure?			
41	Revenues, costs and profits	How do businesses forecast sales volumes and selling prices to estimate revenue?			
42		What is the difference between fixed and variable costs?			
43		What are the main costs that a new business has to pay for? How would it find out how much these costs are going to be? What is the difference between price and cost?			
44		What is profit and how is it calculated? What is the impact of profits and losses on a business and its owners?			
45		Using market research / sales forecasts to estimate monthly cash inflows and outflows			
46	Forecasting cash flows	What are net and cumulative cash flows? How are they calculated?			
47		How is market research used to calculate monthly inflows and outflows in a cash flow forecast?			
48		How is cash flow affected by stock levels and credit terms given to customers, taken from suppliers? How can cash flow problems lead to business failure ie insolvency? ie What is the difference between profit & cash flow?			
49	Obtaining sources of finance	What are the main sources of finance for a small business? (Long-term sources: loans, personal savings, profit, venture capital and share capital in the context of a private limited company. Short-term sources: overdrafts and trade credit			
50	Business Planning	What is the role and importance of a business plan to a business? How can a business plan minimise the risk to the entrepreneur?			
51	Start-up legal and tax issues	Why do businesses use unique brand, trading & business names? Why are they important to the success of a business? Why should a business need to register a new business with HM Revenue and Customs?			
52	The importance of limited liability	What is the difference between limited and unlimited liability? What difference do they make to how a business is set up?			
53		What is a Sole trader? What are the advantages & disadvantages of being a sole trader?			
54		What is a Partnership? What are the advantages & disadvantages of being a partner?			
55		What is a Private limited Company? What are the advantages & disadvantages of being an owner (shareholder) of a private limited company?			
56	Ownership overview	Why would an entrepreneur choose to be a sole trader, or a partner or a shareholder in a private limited company instead of being a franchisee? Why would an entrepreneur prefer to be a franchisee?			
57	Start-up legal and tax issues	What are VAT, income tax, National Insurance and Corporation Tax? What effects do they have on a small business?			
58		Why do businesses need to register with HM revenue and customs? Why do businesses need to keep careful records?			
59	Customer focus	What is effective marketing?			
60	The marketing Mix	What is the marketing mix (4Ps)? Why are price, product, promotion and place important to business success?			
61		What do we mean by The Place: locations within a town, the internet, mail order catalogues. What are the advantages and disadvantages of each? How is the place used to sell products effectively for small businesses ?			

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62		What do we mean by The Price: cost plus, penetration pricing, market orientated pricing, skimming? What are the advantages and disadvantages of each? How is the price used to sell products effectively for small businesses ?			
63		What do we mean by the Product: product mix and product range. What are the advantages and disadvantages of each? How is the product used to sell products effectively for small businesses (how design meets customer needs)?			
64		What do we mean by Promotion: ie the different advertising and sales promotion methods, including PR. What are the advantages and disadvantages of each? How is promotion used to sell products effectively for small businesses (informative and persuasive)?			
65		What effects would changes in the marketing mix have?			
66	Effective on-time delivery and customer satisfaction	What methods can a business use to ensure effective customer service? Why is customer satisfaction important in the success of a business?			
67		What are product trial and repeat purchase? Why is product trial and repeat purchase important to the success of a business?			
68	Recruiting staff	What goes into a good job application?			
69		How do businesses shortlist candidates and prepare questions for an interview?			
70		How should a candidate prepare for an interview?			
71		How should businesses choose between applicants in an interview?			
72	Training staff	What are the differences between the differently types of training: (induction training, on the job, off the job)? What are the advantages & disadvantages of each type?			
73	Motivating staff	What do we mean by motivation. What are the advantages & disadvantages of motivating staff in a small business?			
74		Why is it important to treating staff fairly? What positive and negative effects do the laws on age, sex, race and disability discrimination have on a business?			
75	Market demand and supply	What are commodity markets? What is the difference between commodity markets (copper, oil etc not consumer products) and normal markets? How are the prices of commodity markets set by the balance between supply and demand?			
76		What are the positive and negative effects of changes in commodity prices on small businesses? Eg raw materials and energy prices			
77	Impact of changes in interest rates on small businesses	What are the positive and negative effects on small businesses of changes in the interest rates that they pay on their overdrafts and loans? What are the effects of changes in interest rates on the amount of money consumers spend?			
78	Impact of changes in exchange rates	What is an exchange rate? How do you calculate the effects of exchange rate changes on product prices.			
79		What effects do exchange rates have on the prices of imported and exported goods? What effects do changes in exchange rates have on the costs and revenues of businesses? How do exchange rate changes effect the competitive advantage of businesses that sell abroad? How do exchange rates changes effect the ability of UK businesses to compete with imports?			
80	Business Cycles	What is the business cycle? What does a business cycle look like on a graph? What effects does the business cycle have on small businesses.?			
81	Stakeholders	What are stakeholders? Why are there conflicts between the objectives of different stakeholders? What effect do business decisions have on stakeholders?			
82	Stakeholders	What are stakeholders? Why are there conflicts between the objectives of different stakeholders? What effect do business decisions have on stakeholders?			
83	Unit 1 Exam technique	I always use a cross to mark the correct answers with			
84		I always read the title on a graph to help me understand what it is about			
85		I always look at the labels on the axes on a graph to see what the units are to help to answer a question			
86		I can read and interpret a bar chart			
87		I can read and interpret a pie chart			

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88	I can read and interpret a line graph			
89	I always give the same number of answers as the number asked for by the question			
90	I know that I can make notes and do calculations on the blank parts of the exam paper			