

GETTING AHEAD



Start to develop skills that are relevant to your course before you join HSDC this September!

Business – CTEC Level 3 Extended Diploma

You will need to complete the following before you start lessons in September and bring with you on the first teaching day.

Preparation work on a business of your choice:

Your task is to prepare a factsheet on a business of your choice which contains the following information:

- A brief history of the business including:
 - When was the business formed?
 - What products do they offer and what market(s) do they operate in?
 - Who are the main target customers?
- The business's mission statement and two key business objectives (what they wish to achieve)
- Details of the most recent product/service the business is offering
- A summary of a recent news article involving the business – this can be positive or negative towards the business

- Your fact sheet needs to be no more than two sides of A4 (less than 750 words). Extra credit will be given for unusual or unique choices of business.

- To help you find the information required, start by looking at the company's website, Wikipedia and the BBC news website under the 'business' section.

We look forward to seeing you in September!

For further information about your College and being a student at HSDC, please visit hcdc.ac.uk/Alton



Should Vodafone be investing in 5G? And should Warburton's expand their Big Crumpet range?

Research the background of the two businesses we will be studying in Unit 1.

Activity:

Find out who owns them, how profitable they are, what their product range is and how they differentiate themselves from their competitors. Create a table in Word to record your findings (one page is fine). Bring to first lesson in September.

Resources: Try Wikipedia or <https://www.vodafone.co.uk/>. For Warburton's, their corporate website has lots of detail – see the fact sheet (<https://www.warburtons.co.uk/>).

We look forward to seeing you all in September!

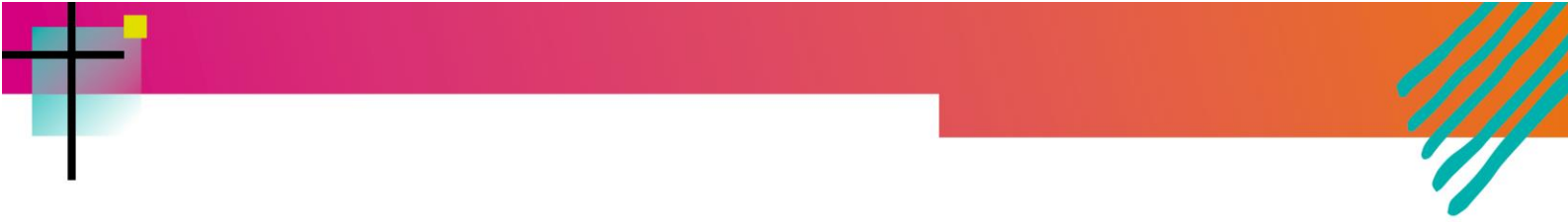
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The Business Environment Prep Work

What are the following types of business activities and sectors? Give examples for each:		
	Definition	Example
Primary		
Secondary		
Tertiary		
Private		

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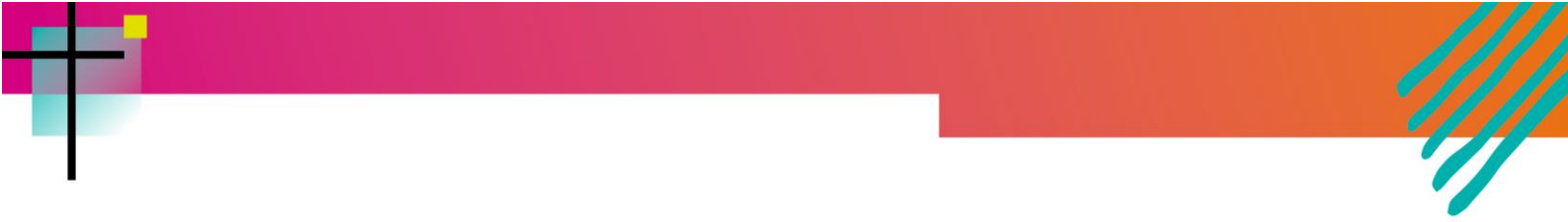
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Public		
Third Sector		

Complete the table below of the different legal forms of business ownership:				
	Definition	Advantages	Disadvantages	Example Business
Sole Trader				
Partnership				
Private Limited Company				

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Public Limited Company				
Government Owned				
Charity (not-for-profit)				
Community Interest				

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