

Business and Supply Chain Extended Certificate Level 2

Thank you for choosing to study Business Extended Certificate Level 2 at West Suffolk College.

This course will give you an insight into many aspects of business including:

- Marketing and promotion
- Finance
- Law and consumer rights
- Business online
- Visual merchandising
- Sustainability in the workplace
- Customer service

Choosing to study Level 2 Business will provide you with a great opportunity to study business at a higher level (if this is something you are interested in) or it will enable you to progress onto employment.

This is a very inclusive course that focuses on supporting you to enhance and achieve your goals. West Suffolk College is passionate about building important character strengths; resilience, optimism, ownership, ambition, respect, self-control, confidence, and curiosity. This course will provide you with the opportunity to develop all of these important character strengths.

I would highly recommend purchasing the following textbooks:

✓ BTEC First Business core textbook <https://www.amazon.co.uk/BTEC-First-Business-Student-Book/dp/144690136X>

✓ BTEC First in Business Revision Workbook https://www.amazon.co.uk/BTEC-First-Business-Revision-Workbook/dp/1446906698/ref%3Dpd_bxgy_img_2/262-5777063-9741544?encoding=UTF8&pd_rd_i=1446906698&pd_rd_r=0d8d26f0-9592-4bb0-be46-b51e9834711c&pd_rd_w=5MoNF&pd_rd_wg=6AGgC&pf_rd_p=e5130b5a-1765-4699-bcba-dfad57398256&pf_rd_r=XXN6H3087C1A4BKQ2B9J&pvc=1&refRID=XXN6H3087C1A4BKQ2B9J

BTEC First in Business Revision Guide https://www.amazon.co.uk/BTEC-First-Business-Revision-Guide/dp/144690668X/ref%3Dpd_lpo_14_img_2/262-5777063-9741544?encoding=UTF8&pd_rd_i=144690668X&pd_rd_r=8bef866f-4c12-4cb6-947e-0b6d8009bf94&pd_rd_w=DWPZ3&pd_rd_wg=0kO4x&pf_rd_p=d8b3a5b8-7766-4dff-b57a-24ee5d46250d&pf_rd_r=PC0WZQZ58EFHZW2Y5WK8&pvc=1&refRID=PC0WZQZ58EFHZW2Y5WK8

Equipment List:

- ✓ Core textbook
- ✓ Laptop/Tablet
- ✓ Notepad
- ✓ Pens
- ✓ Calculator
- ✓ Folder
- ✓ Plastic Wallets
- ✓ Revision cards

Summer Work Task

A local investor would like to invest in a new small business in Bury St Edmunds. Your brief is to produce a small business idea that will convince the investor to back your business. This work should be submitted as a report written as a Word Document.

TASK 1:

Your first task is to research what makes a business successful. You are required to research at least two businesses in the local area (e.g. Bury St Edmunds), one of these should be small independent businesses and the other a larger national/international chain. For each business, describe the business and the features that make it successful.

TASK 2:

Your second task is to produce a small business idea that would suit the Bury St Edmunds High Street. You need to consider the following:

1. The name of your business
2. Your unique selling point (USP)
3. Does your business offer products and/or services? (Be specific with what your business offers)
4. The features and benefits of your product and/or service
5. Is there a demand for your product and/or service in the town?
6. Who is your target customer? (Age, gender, income, hobbies, location)
7. Who are your main competitors and why?
8. Why is your product and/or service better than your competitors?
9. How are you going to market your new business? For example, social media, radio, leaflets, posters, etc.
10. How do you plan on financing this business idea? In other words, where will the money come from?

Please bring with you on your first day of induction which will be **Wednesday 28th August**. Alternatively, you can email your work to ain.mapley@easterneducationgroup.ac.uk