



GCSE Business Homework - Year 10
Autumn 1

Retrieval	Reading	Rewarding
<p>1. Identify Business Opportunities (1.1.1):</p> <p>Think of three everyday problems people face (e.g. long queues, expensive delivery) and identify a business opportunity that could address each problem.</p> <p>Write a sentence for each, explaining how the business idea could meet changing customer needs.</p>	<p>2. Successful Entrepreneurs (1.1.1):</p> <p>Read a case study about a successful entrepreneur (e.g. Richard Branson, Elon Musk, or a local business owner).</p> <p>Write a short summary (150-200 words) about how they identified a business opportunity and how they overcame challenges. Highlight key qualities that made them successful. You can explore these entrepreneurs from sources like Business Leader and Business.com.</p>	<p>3. Create a Dynamic Business Plan (1.1.1):</p> <p>Imagine a new business idea that addresses a modern-day problem or gap in the market.</p> <p>Design a brief business plan (one page) describing the idea, target customers, and how it will adapt to changes in technology or customer preferences.</p>
<p>4. Risk and Reward Matching Activity (1.1.2):</p> <p>Make a list of potential risks (e.g. financial loss, reputation damage) and rewards (e.g. profit, independence) of starting a business.</p>	<p>5. Risks and Rewards in Start-ups (1.1.2):</p> <p>Find an article discussing the risks and rewards of launching a new business, ideally with real-world examples.</p> <p>Here's a link that you could use:</p> <p>https://www.hiscox.co.uk/business-blog/risks-rewards-business</p>	<p>6. Create a Business Logo (1.1.2):</p> <p>Design a logo for a small business idea of your own.</p> <p>Explain in 50 words how your logo reflects the business's unique selling point (USP) and appeals to your target market. You may, if you wish, submit your design for display in class.</p>



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<p>Match each reward with a risk that could accompany it, explaining briefly why they might be linked.</p>	<p>Write a paragraph explaining one significant risk and one reward mentioned, and briefly discuss if you think the reward justifies the risk.</p>	
<p>7. Flashcard Challenge (1.1 Enterprise and Entrepreneurship):</p> <p>Create flashcards with key terms from Theme 1.1 (e.g. entrepreneur, enterprise, risk, reward, market gap). On one side, write the term, and on the other, its definition. Test yourself by defining each term and providing an example. Repeat until you can define each without looking.</p>	<p>8. Understanding Customer Needs (1.1.3):</p> <p>Read a short article or case study about how a company identified and met customer needs (e.g. Dyson or Amazon).</p> <p>Write 100 words describing how the company's understanding of its customers helped it succeed.</p>	<p>9. Pitch a Business Idea (1.1.3):</p> <p>Record a 1-2 minute video or write a short speech pitching a new business idea you've come up with.</p> <p>Include details such as the product or service, target market, and why you think it would be successful.</p>



GCSE Business Homework - Year 10
Autumn 2

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<p>1. Customer Needs Matching Exercise (1.2.1):</p> <p>Make a list of products (e.g. organic food, budget airlines, luxury watches) and match each to a customer need, such as quality, convenience, price, or social/environmental responsibility.</p> <p>Write a brief explanation for each match, discussing how the product meets the specific customer need.</p>	<p>2. Customer Needs and Market Research (1.2.1 & 1.2.2):</p> <p>Read a case study about a company that successfully identified customer needs and conducted market research before launching a product (e.g. Pret A Manger or Gymshark).</p> <p>Write a paragraph describing the methods used for understanding customer needs and how they shaped the final product.</p>	<p>3. Design a Customer Needs Survey (1.2.2):</p> <p>Create a short survey to investigate customer needs for a specific product category (e.g. mobile phones, sports drinks). Include questions about price sensitivity, preferred features, and brand loyalty.</p> <p>Conduct your survey with a few family members or friends and summarise the insights in a paragraph.</p>
<p>4. Market Research Method Identification (1.2.2):</p> <p>Create a chart with two columns: "Primary Research" and "Secondary Research."</p> <p>Write down examples of research activities (e.g. surveys, customer reviews, government reports) and place</p>	<p>5. Understanding Market Research (1.2.2):</p> <p>Find and read an article or news story about how a real business conducted market research before launching a product or service. You can use the following link if you struggle to find something suitable:</p>	<p>6. Create a Social Media Campaign (1.2.3):</p> <p>Imagine you are launching a small business and need to promote it online. Create a basic social media campaign with 3-4 posts (you can use a template or draw them by hand).</p> <p>Explain the purpose of each post and how it appeals to customer needs. You</p>



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<p>each in the correct column. Briefly explain why each method belongs in that category.</p>	<p>https://zinklar.com/blog/are-you-sure-consumers-will-want-it-2-case-studies-on-product-launches/</p> <p>Summarise the article in a paragraph (100-150 words), identifying the types of research used and why it was important for the business's success.</p>	<p>could present your campaign to your classmates or in a written summary.</p>
<p>7. Segmentation Strategy Comparison (1.2.3):</p> <p>Write down three examples of products (e.g. a fitness app, luxury car, budget supermarket) and identify two or more market segments each product targets (such as age, income, lifestyle).</p> <p>Explain how the company could adapt marketing or product features for each segment.</p>	<p>8. Competitive Strategies (1.2.4):</p> <p>Find an article about how businesses stay competitive in challenging markets, such as how Aldi competes in the UK grocery market.</p> <p>Write 100-150 words summarising one competitive strategy discussed in the article and explain why it's effective.</p>	<p>9. Competitive Environment Poster (1.2.4):</p> <p>Make a poster that illustrates how a company of your choice competes in its industry. Include elements like its main competitors, unique selling points, and key strategies (e.g. pricing, quality, branding).</p>



GCSE Business Homework - Year 10
Spring 1

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<p>1. Financial Objectives Matching Exercise (1.3.1):</p> <p>Provide a set of financial objectives (e.g., survival, profit, sales growth, increasing market share) and definitions or examples.</p> <p>Match the objectives with their correct explanations and give an example of a business where each objective might apply.</p>	<p>2. Case Study on Cash Flow Problems (1.3.3):</p> <p>Read a short case study about a small business that faced cash flow issues (e.g., a seasonal business or start-up).</p> <p>Use the following example if you cannot find a suitable example:</p> <p>https://www.macquarie.com.au/business-banking/improve-your-cash-flow.html</p> <p>Write a paragraph explaining what caused the cash flow issues and suggest two solutions to improve cash flow (e.g., cutting costs or securing short-term funding).</p>	<p>3. Create a Break-Even Chart for Your Business Idea (1.3.2):</p> <p>Think of a fictional product or service (e.g., handmade keyrings or a lawn care service).</p> <p>Estimate fixed costs, variable costs, and selling price per unit. Create a break-even chart and write a short analysis explaining their break-even point and potential for profit.</p>
<p>4. Business Plan Key Terms Quiz (1.3. & 1.4):</p> <p>Prepare a 10-question quiz with definitions and key terms related to</p>	<p>5. Article on Business Location Decisions (1.4.2):</p> <p>Find an article about how a UK business chose its location (e.g., why Amazon</p>	<p>6. Business Ownership Debate (1.4.1):</p> <p>Choose between being a sole trader or starting a partnership.</p>



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<p>business planning (e.g., objectives, cash flow, location, marketing mix).</p> <p>Example: What is the term for money going out of a business? (Answer: Cash outflow)</p>	<p>warehouses are in specific regions or why small cafes open in busy high streets).</p> <p>You may use the following link if you wish:</p> <p>https://www.thescottishsun.co.uk/money/14029090</p> <p>Write a summary outlining three factors influencing the location decision (e.g., cost, customer access, competition).</p>	<p>Write arguments for and against each ownership type, considering factors like control, liability, and ease of setup.</p> <p>Present your final choice in a short paragraph, justifying which structure is best for a small start-up.</p>
<p>7. Marketing Mix Quick Fire Quiz (Theme 1.4.4):</p> <p>Prepare a set of questions testing knowledge of the 4 Ps (Product, Price, Place, Promotion). Example:</p> <ul style="list-style-type: none">• What part of the marketing mix includes advertising and discounts?• What factors influence the price of a product?	<p>8. Ownership Structures Comparison (1.4.1):</p> <p>Read a short article comparing business ownership types: sole trader, partnership, and limited company.</p> <p>You may consider using the following:</p> <p>https://www.unbiased.co.uk/discover/tax-business/running-a-business/business-structure</p> <p>Create a comparison table showing the advantages, disadvantages, and examples for each type of ownership.</p>	<p>9. Design a Marketing Mix Plan (1.4.4):</p> <p>Choose a product (e.g., a new smartphone case or energy drink). Develop a simple 4 Ps marketing mix plan:</p> <ul style="list-style-type: none">• Product: Describe the features.• Price: Decide on pricing strategy (e.g., skimming, penetration).• Place: Explain where and how it will be sold.• Promotion: Suggest ways to advertise the product. <p>Present this visually (e.g., poster or one-page document).</p>



GCSE Business Homework - Year 10
Spring 2

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<p>1. Identify Entrepreneurial Characteristics (1.5.1):</p> <p>Create a list of five successful entrepreneurs (e.g., Richard Branson, Karen Brady).</p> <p>For each, identify one entrepreneurial characteristic (e.g., risk-taking, resilience, creativity) and provide an example of how they demonstrated it in their business journey.</p>	<p>2. Entrepreneur Case Study (1.5.1):</p> <p>Read a case study about a UK entrepreneur such as Ben Francis (Gymshark) or Sara Davies (Crafter's Companion).</p> <p>You may use the following if you wish:</p> <p>https://uk.gymshark.com/blog/article/the-official-gymshark-story</p> <p>Write a paragraph summarising their business idea, how they identified a market gap, and the challenges they faced.</p>	<p>3. Design an Entrepreneur Profile (1.5.1):</p> <p>Imagine you are starting your own business.</p> <p>Create a profile for yourself as an entrepreneur, including your business idea, personal qualities, and how you plan to overcome challenges.</p> <p>Present this as a visual poster or infographic.</p>
<p>4. Business Objectives Sorting Task (1.5.2):</p> <p>Provide examples of business objectives (e.g., "Open two new branches within a year" or "Increase market share by 5%")</p>	<p>5. Stakeholder Conflict in Business (1.5.3):</p> <p>Read about a real-world example where stakeholder interests conflicted (e.g., employees wanting higher wages vs. shareholders wanting higher profits).</p>	<p>6. Create a Business Plan Summary (Theme 1.5.4):</p> <p>Develop a one-page business plan for a fictional start-up. Include:</p>



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<p>and sort them into categories: financial, non-financial, or social.</p>	<p>You may use the following:</p> <p>https://www.thespiritsbusiness.com/2023/10/chivas-brothers-faces-strike-action-over-wages/</p> <p>Write a short response explaining how the business resolved or managed the conflict.</p>	<ul style="list-style-type: none">• Business idea• Aims and objectives• Target market• Financial forecast <p>Add creative touches like charts, images, or diagrams to enhance presentation.</p>
<p>7. Stakeholder Role Match-Up (1.5.3):</p> <p>Match stakeholders (e.g., customers, employees, suppliers, local community) with their key interests or concerns regarding a business. For example:</p> <ul style="list-style-type: none">• Customer: Quality and value for money• Supplier: Prompt payment and steady orders	<p>8. Case Study on Business Planning (1.5.4):</p> <p>Read a case study about a small business that created a business plan to secure funding or grow.</p> <p>Here is an example case study:</p> <p>https://www.thescottishsun.co.uk/money/13027394</p> <p>Summarise three key sections of the plan and explain how they helped the business achieve its goals.</p>	<p>9. External Factors Impact Presentation (1.5.5):</p> <p>Choose a UK business and identify two external influences affecting it (e.g., technological advances, legal changes).</p> <p>Create a short presentation or poster explaining these influences and how the business could respond to them effectively.</p>