



SIXTH FORM INDUCTION WEEK

Monday 2nd – Thursday 5th JULY 2018

SUMMER TASK - BTEC BUSINESS

Unit 1 – Exploring Business

Research Task

There are many different types of business organisations which have different types of ownership. Below is a list of some of these types of organisations. For each one write a definition of what it means and find a 'real' example of this type of business. Describe what the business does and what products and services they offer.

- a) Sole trader
- b) Partnership
- c) Public Limited Company - PLC
- d) Private Limited Company - LTD
- e) Franchise
- f) Government

Unit 2 – Developing a Marketing Campaign

Research Task

Marketing involves promoting a business and the products and services they offer. A business will be more successful if there is a demand for their product or service. There are a number of things that can influence the demand for a product or service. During the months of July and August there will be an increase in demand for certain products such as sun screen, sun glasses, ice cream, barbeque equipment etc.

Ice Cream

Below are some web links that will provide you with information about the ice cream market.

Read the information on the links below. Identify some important facts and trends in the ice cream market and then produce a 1-page written report that outlines these facts and summarises the current market for this product.

Make sure you use information from each link and clearly state the source of your information. **YOU MUST NOT COPY AND PASTE.** Write this in your own words.

<https://www.statista.com/statistics/536854/uk-ice-cream-sector-market-value-in-the-united-kingdom/>

<https://www.ice-cream.org/content/facts-about-ice-cream>

<https://www.ibisworld.co.uk/market-research/ice-cream-production.html>

SUBMISSION DATE – THURSDAY 6TH SEPTEMBER 2018