

Year 9 Business Studies

The following tasks are available in your One Note notebook. In case you are unable to access your notebook, the tasks are also described below.

These tasks will help to you gain a greater understanding of the types of business in your local area.

It would also help if you read the BBC Business one or twice a week.

Task 1:

Create a table of five different businesses in Okehampton to identify whether they provide goods or services or both.

Name of Okehampton company	Goods	Services	Both

Task 2

For each type of enterprise listed below, decide whether it is possible to offer goods only, services only or both. Find an example in your area (but **not** the same companies you used in Task 1) of a small or medium enterprise that matches each type listed above

Enterprise	Goods	Services	Both	Example in or around Okehampton
Cleaning business				
Caravan park				
Bicycle shop				
Sweet shop				

Task 3

Compare the competition for three small enterprises in your area – for example, a coffee shop, a barber and a bakery. Try to ensure each enterprise is independent (not part of a larger chain).

1. List the characteristics of each enterprise, e.g. what it sells, number of employees, is it online or bricks & mortar, is it niche or general (if you don't understand these terms, don't just give up – try to find out what they mean)
2. Make a list of things you would purchase from each enterprise – does it have a large range?
3. State what makes each enterprise unique - what is its unique selling point (USP)?
4. Describe what competition each enterprise has in the area.