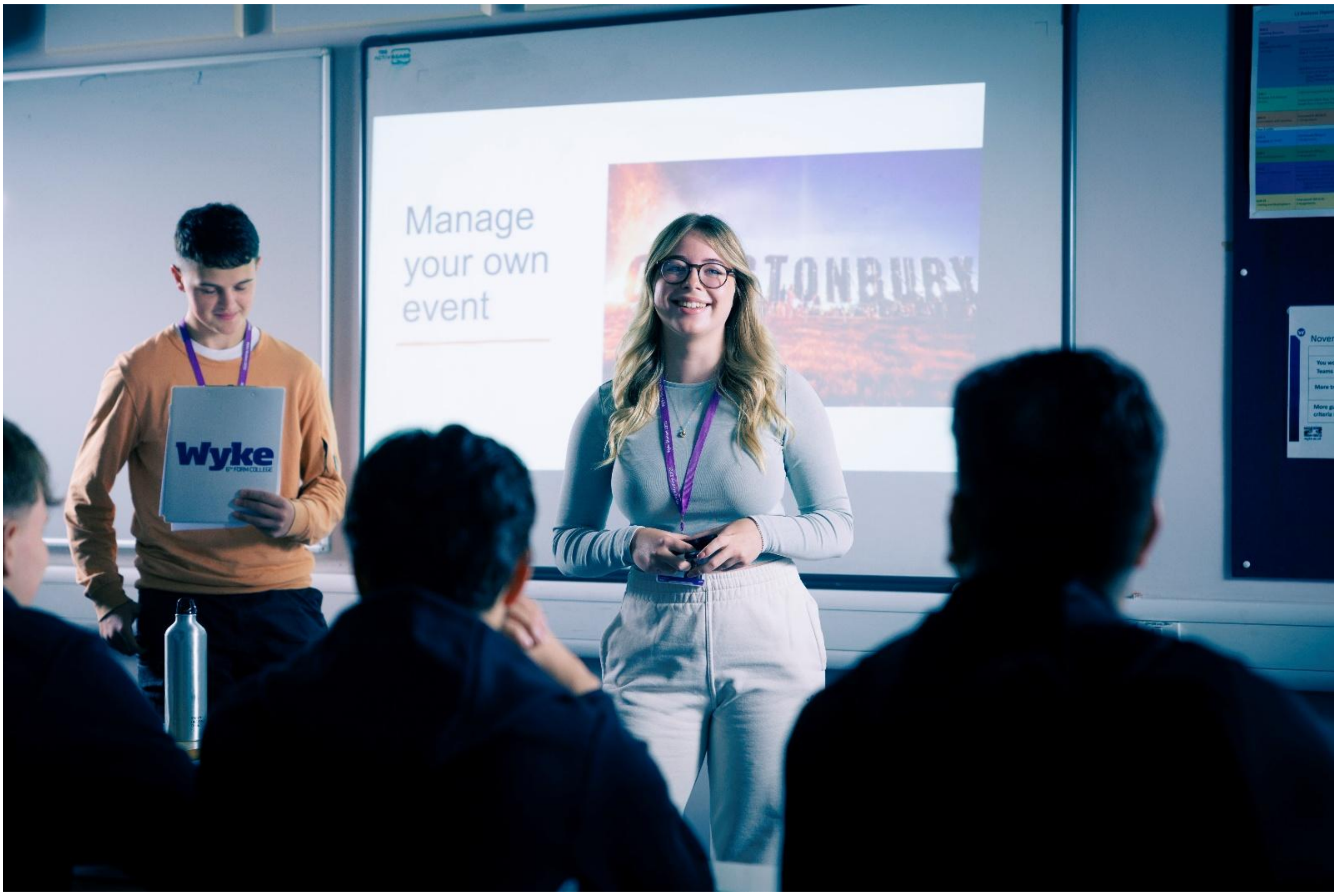
BTEC Business

Summer work: 2026



Bring this completed booklet to your first lesson in September

Name ………

Welcome to BTEC Business

The BTEC Business qualifications at Wyke 6th Form College are excellent if you wish to become highly skilled, work ready individuals that employers and universities are looking for. We offer a flexible range of qualifications that can be studied alongside other Level 3 qualifications such as A Levels or other BTECs as a large programme of study. Our courses are ideal if you are interested in learning about the business sector as well as gaining additional knowledge on the skills required to set up your own business.

We take a unit-by-unit approach of delivery and offer a combination of assessment styles from internally assessed assignments to externally assessed tasks and written exams. This offers our learners the opportunity to display their skills and apply their knowledge in an appropriate, work – related context and provide evidence of what they can do when they apply to enter higher education or employment. Information about our two qualifications can be seen in the table below.

Extended Certificate

Equivalent to 1 A Level

External assessment: 55% / Internal assessment: 45%

4 x 70 minutes lessons per week

Unit of study include:
Unit 1: Exploring Business (Coursework)
Unit 2: Developing a Marketing Campaign (External examination)
Unit 3: Personal and Business Finance (External examination)
Unit 8: Recruitment and Selection Process (Coursework)

Work content

The purpose of this work booklet is to introduce you to the some of the units you will be studying next academic year but moreover, to enhance your knowledge on these topics in preparation for September.

<u>Your first task is to fill the business passport below:</u>

<u>Name:</u>

Have you studied Business before?	
If so, which course do you complete and what grade did you achieve?	
What are your career aims? Where do you see yourself in 3 years' time? **University** **Apprenticeship** **Entrepreneur** **Employment**	

This booklet is separated into two sections, use the information below as a tick sheet so that you do not forget to complete all the tasks!

Section 1

This will contain the following tasks and will prepare you for the content required for Unit 1: Exploring a Business

Features of a business and key word definitions

Production of two fact files

Stakeholders

Section 2

This will contain the following tasks and will prepare you for the content required for Unit 2: Developing a Marketing Campaign

Marketing mix

Application of marketing mix to McDonalds

You may complete the work on the computer or print the booklet out and complete on paper, it is entirely up to you. If you need any help or have any questions, please email elizabeth.blakey@wyke.ac.uk or chay.bell@wyke.ac.uk

Section 3

Personal Finance questions.

You are asked to research and complete all the personal finance questions.   You can use your complete, or alternatively call into a Bank or Building Society or ask someone who has an understanding of personal finance ie parents or other relatives or friends.

Have a great summer and we look forward to seeing you all in September.

Section 1

Task 1: Key features of a Business: Research the key businesses words needed for Unit 1 and produce a definition. You can use a useful business website called www.tutor2u.com, Business section, to help support in developing your definitions. The first one is done for you 😊

Profit

Money that is left over after the business has paid all its expenses. This can be calculated by a formula: Profit= total revenue – total expenses.

Sole trader

Partnership

Public Limited Company

Private limited company

Charity

Primary Sector

Secondary Sector

Tertiary Sector

Quaternary Sector

Task 2: Fact File

Complete research into the businesses below and then complete the fact file below (information gathered on a business) for that business. You will need this information for your first assignment in September. You should use the business websites to find this information out.

Amazon - https://www.aboutamazon.com/

Dove House - https://www.dovehouse.org.uk/about-us/

FACT FILE: Amazon	**FACT FILE: Dove House, Hull**
What does the business do:	What does the charity do:
What is the purpose of the business:	What is the purpose of the business:
How much is the Company's value?	How much funding does the charity receive?
Why do you think Amazon is successful?	Why do you think Dove House is successful?

Task 3: Stakeholders

Many people are interested in a business, and these are known as stakeholders. A stakeholder is someone who has interest in a business for example customers, owners, employees, government, and shareholders.

TikTok is a popular and successful social media platform, which has grown significantly since the lockdowns. It has seen a new surge in numbers of online users from young children up to the elderly.

Produce a summary of why each stakeholder above would have an interest in the business, **TikTok**, in the boxes below?

Section 2

Task 1: Marketing Mix

The marketing mix is a combination of factors that a business will try to control to influence consumers to purchase its products. It is made up of the product, price, promotion, and place - called the 4P's.
https://www.youtube.com/watch?v=Mco8vBAwOmA

Research the 4 P's of the Marketing mix then match the description to the marketing element:

The means of distributing the product to reach the customer.	Product
The sum of money paid by the customer for the unit of product.	Price
In the context of marketing, this is the process of communicating with customers.	Place
The good or service provided by the business for its customers.	Promotion

Task 2: Application of marketing mix

Access this article to help you answer these questions:

[Marketing Mix 4Ps | McDonald's Examples - YouTube]

🍔 **Product** **Prompt:** *What products does McDonald's offer, and how do they design their menu to appeal to different types of customers?*	💰 **Price** **Prompt:** *How does McDonald's use pricing strategies (e.g. value meals, low prices, or deals) to attract customers?*
📍 **Place** **Prompt:** *Where and how does McDonald's sell its products, and why are these locations and channels effective?*	📢 **Promotion** **Prompt:** *What methods does McDonald's use to promote its brand and products, and how do these influence customers to buy?*

If you cannot access the YouTube clip, then read the following then answer the questions on Page 10:

McDonald's Marketing Mix (The 4Ps)

McDonald's is one of the most successful fast-food brands in the world. A major reason for this success is how effectively it uses the **marketing mix**, also known as the **4Ps: Product, Price, Place, and Promotion**.

🍔 **Product**

McDonald's offers a wide range of products designed to appeal to different customers. Its core products include burgers, fries, and drinks, but it also adapts its menu to suit local tastes (for example, different items in different countries). The company focuses on **consistency**, so customers know what to expect wherever they are. It also offers healthier options, vegetarian items, and limited-time products to keep the menu interesting and attract a wider audience, including families, young people, and busy workers.

💰 **Price**

McDonald's uses competitive pricing to attract many customers. It is known for offering **affordable food**, making it accessible to a wide market. The company uses strategies such as **value meals**, **bundle deals**, and low-priced items on saver menus. This encourages customers to spend more while still feeling they are getting good value for money. Pricing is carefully planned so that customers see McDonald's as both cheap and convenient.

📍 **Place**

McDonald's sells its products in locations that are easy for customers to access. Its restaurants are often found in **city centres, near schools, shopping areas, and along major roads**. This ensures high footfall and convenience. In addition to eat-in restaurants, McDonald's also offers **drive-thru services, takeaway, and delivery options** through apps. These multiple channels make it easy for customers to buy food quickly, which is especially important for busy lifestyles.

📢 **Promotion**

McDonald's uses a wide range of promotional methods to attract and retain customers. This includes **TV advertising, social media campaigns, mobile apps, and special offers**. The brand often uses memorable slogans and recognisable branding (such as the golden arches). Promotions are also targeted at different groups, for example **Happy Meals for children** or app-based discounts for younger customers. These promotional activities help keep McDonald's visible and appealing, encouraging repeat purchases.

✅ **Summary:**
McDonald's success comes from combining a varied product range, affordable pricing, convenient locations, and strong promotion. All four elements work together to attract customers and maintain the brand's global popularity.

Task 3 Personal Finance

1. Comparing Everyday Payments

Choose **three different payment methods** from the list (e.g. cash, debit card, mobile payment app).

- Explain **how each one works**

- Give **one advantage** and **one disadvantage** of each

- Say **when it might be best to use each one**

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2. Cash vs Cashless Society

Cash is still used, but fewer people carry it today.

- What are **two advantages of using cash**?

- What are **two disadvantages of using cash**?

3. Individual Savings accounts (ISAs)

- What is an Individual Savings Account (ISA)

- Research one Bank or Building Society that offers an ISA – what is the interest rate?

- What is a Lifetime Individual Savings Account (LISA) how is it different from a normal ISA?

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4. Regular Payments

Businesses often use automated payments such as **direct debits and standing orders**.

- What is the **difference** between a direct debit and a standing order?

- Give an example of when each would be used

- Why are these useful for customers?

5. Technology and Paying

Payment methods are becoming more digital (e.g. contactless cards, mobile apps, mobile banking).

- Choose **two modern payment methods**

- Explain how they work

- What are the **benefits of using technology to pay**?

- Are there any **security concerns**?