



STEP UP Work for the Btec Extended Certificate in Business.

Please have the below work completed and ready to use on the first day of the start of the new term. This work will be used to support the work that you will be undertaking on your first coursework module, which is Unit 1: Exploring Business.

1. RESEARCH and select two contrasting (*completing different types of*) businesses, for example a large Private Limited business that makes profit, for example Primark plus
A charitable business such as Help the Aged that relies on customers donating items such as clothing etc but makes no profit. *Do not use these 2 examples, choose your own two.*
2. For each business you are to type a one-sided, full page of information on a word document to include research on the following:
 - Give a description of who founded the business and when.
 - Explain the purpose of your business, for example, what does it sell/offer in terms of products or services? Give as much detail as you can.
 - Where is the business located within the UK and Internationally? Describe giving details.
 - How many employees does it have in the UK and/or internationally?
 - What is the business's Mission Statement or values? What in your opinion does a mission statement mean for the business and the customers?
 - What are the aims of the business? Include 2 aims and describe why you do or do not think that these aims are achievable.
 - What has made your business successful? Give examples and detail.

Give as much information as you can about each business to fill your page. Do not just copy chunks of information off the internet as we want to see you add your own understanding and to show us how the information seen can be put into your own words to make it your own.

(Please type between 1600-1900 words with space for each business per page)