BUSINESS STEP UP TO POST 16 CHALLENGE

Minimum Subject Entry Requirements: GCSE Maths grade 5+
GCSE Business grade 5+ (if studied)

Challenge 1

Scenario- You are an investment banker in charge of £100,000 account. A client wants to know which 4 companies/commodities on stock markets you will invest in to generate a high return over the next 6 months. You need to submit a report with reasons for your choices, expected return on their investment and possible risks that could affect the success of the investment. You should look at companies on FTSE 100 and consider, share price fluctuations, dividends and market forecasts.

You can set up free demo accounts on https://www.plus500.co.uk/ to see how your effective your investments could be.

Challenge 2- Design Packaging

Scenario- You are a marketing consultant and have been given a challenging assignment by Unilever, to design packaging for a new natural and organic chilli inspired shower gel. It is your task to design packaging that will appeal to potential customers. You need to consider; target market, brand name, slogan, competitors and aesthetics before designing your packaging. This can be done on paper or computer but you will need to bring a paper copy to your lesson.

Challenge 3- Tycoon Ideas

In Year 12 you will have the opportunity to enter a national tycoon challenge, and receive up to a £2000 funding for a business idea and keep any profit generated. In preparation for this you should think of 3 business ideas. You should research and think about target market, costs, methods of promotion, competitors, distribution, prices and production. For example, selling jewellery, car washing, IT help, smoothie bar.

Challenge 4- Company Overview

Choose a public limited company that is listed on the FTSE 100. Create a company overview that includes the following information.

a) The company’s 5 highest earning products/services they sell
b) 3 main rivals and how the company tries to compete (e.g. lower prices, better quality, convenience)
c) Examples of suppliers the company uses and where they are from (e.g. imported)
d) An overview of promotional methods the company uses (find out cost of sponsorship, advertising etc)
e) Reasons why their share prices and dividends may have changed over the last 3 years.
f) How they have been impacted by Corona virus

By completing these challenges you should have a good understanding of the following

<table>
<thead>
<tr>
<th>Dividends</th>
<th>Supply Chain</th>
<th>Share prices</th>
<th>Target market</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales revenue</td>
<td>ROI</td>
<td>Market Share</td>
<td>Market Forecast</td>
<td>Commodities</td>
</tr>
</tbody>
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