



Business Transition Work



The following activities will help you with your Business assignments in Y12.

Activity 1 - Create a document to answer the following:

- Find out the difference between the private and public sector. Write this down.
- Find out what a not-for-profit organisation is.
- List 5 examples of each (private sector business, public sector organisation and not-for-profit organisation).
- Pick an example from each and write a case study, deciding what features are similar and which ones are different. Consider things such as their activities, number of people working there, their size, where they operate, how they are funded, what they spend their money on, what they aim to do, how successful they are, how you have measured their success. This can be put in a table. See example on next slide.

Example of a table you could use

Pick an example of each	similarities	differences
Private sector business		
public sector organisation		
Not for profit organisation		

Activity 2 -Different types of Ownership

Find out about the different types of **ownership** a business can decide to have.

Research the characteristics and different types of businesses that use it. List the advantages and disadvantages of each type. Put this in a table. See the example on the next slide.

Write down the characteristics, advantages and disadvantages of different types of ownership.

Type of ownership	Characteristics and types of business that use it	advantages	disadvantages
Sole trader			
Partnership			
Private limited company			
Public limited company			
Franchise			

Activity 3 - how to set up a limited company

- Use the government website to create a factfile on how to set up a limited company. <https://www.gov.uk/limited-company-formation>
- Explain the difference between a company limited by shares and a company limited by guarantee.
- Include the 7 steps the government suggest you take when you set up a limited company.
- Give some more details about each stage such as the documents you have to create to set up the business (memorandum of association and articles of association, the financial records you will have to keep)

Activity 4 -Aims and Objectives

- Find out what a mission statement is. List the mission statements of 5 different organisations.
- List the different financial and non-financial aims a business may have.
- Find out what a SMART objective is.
- Give some examples of SMART objectives for a business.

Activity 5- Stakeholders

- Find out what a stakeholder is.
- Identify the different stakeholders a business may have.
- Explain what each one would want out of a business.

Activity 6 – Marketing materials

Please write a 500 word essay based on the question below:

How can brands increase customer loyalty?

Activity 6- Growth market

Consider a product/service or industry that you believe will be grow in the next few years. Please come with your suggestion in September.