

ARE YOU COLLEGE READY?

What is Business?

How entrepreneurial are you? Could you be the next Mark Zuckerberg or Steve Jobs? In simple terms a business is a group of people who work together to sell products or services through marketing and hopefully make a profit. You will learn the language and terminology of business, how to determine if a business idea could be successful and most importantly the skills to run a successful business.

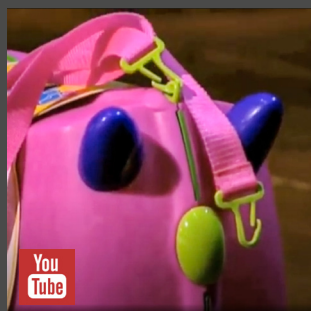


Research to help you with your course next year

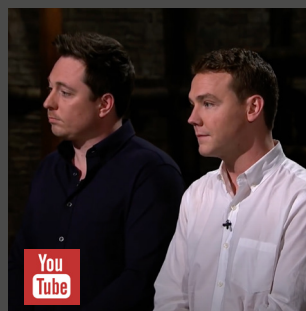
Watch the following videos from YouTube:



REGGAE REGGAE SAUCE
CATCHUP - DRAGONS' DEN



TRUNKI ON DRAGONS' DEN



DRAGONS FIGHT OVER JAW-
DROPPING MULTI-MILLION POUND
BUSINESS | DRAGONS' DEN - BBC



HOW TO WRITE A BUSINESS
PLAN TO START YOUR OWN
BUSINESS

Use these websites to help you with the tasks below and develop your understanding of the sector:

www.gov.uk

www.which.co.uk

www.businesslink.org.uk

www.stockport-bic.co.uk

College Ready Tasks



TASK 1

Use the websites above to find out the current rates of Income Tax, National Insurance, Personal Allowance and VAT. Then give a definition for each.



TASK 2

Create a PowerPoint Presentation to pitch for a new product or service on Dragons Den. Think about branding and marketing ideas, identify a unique selling point, calculate some basic finance figures, and bring the ideas together through a presentation pitch.



TASK 3

Create a Business Plan for your business idea which you could give to the potential investors.

Good luck with your tasks, enjoy your Summer and I look forward to welcoming you to Trafford College in September. Any questions please contact me on lisa.cartwright@tgc.ac.uk.

Lisa Cartwright, Head of Studies