

Three reasons why a business idea comes about are:

- i)
- ii)
- iii)

Two examples of how a business idea comes about:

- i)
- ii)

Three possible risks when starting a business are:

- i)
- ii)
- iii)

Three possible rewards when starting a business are:

- i)
- ii)
- iii)

The role and purpose of business activity is:

- i)
- ii)
- iii)

ENTERPRISE AND ENTREPRENUERSHIP

An entrepreneur is:

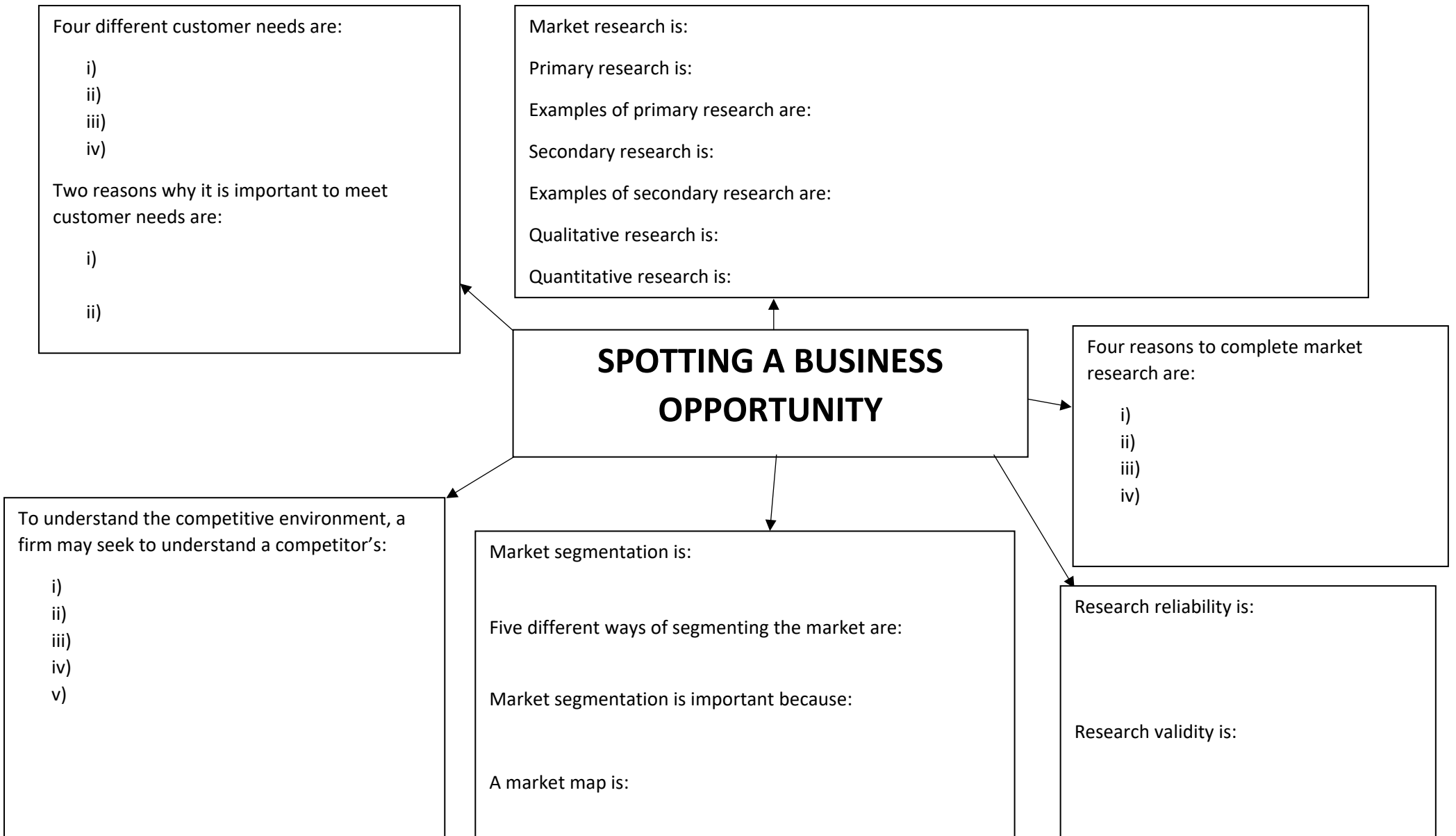
Branding is:

Goods are:

Services are:

Five ways of adding value are:

- i)
- ii)
- iii)
- iv)
- v)



Five financial aims or objectives a business may have are:

- i)
- ii)
- iii)
- iv)
- v)

Five non-financial aims or objectives a business may have are:

- i)
- ii)
- iii)
- iv)
- v)

Key term	Definition	Formula
Revenue		
Fixed cost		
Variable cost		
Profit or loss		
Break-even		

PUTTING A BUSINESS IDEA INTO PRACTICE

Identify on the graph below:

- The break-even point
- The area of profit and loss

Three examples of cash inflows are:

Three examples of cash outflows are:

The formula for calculating net flows is:

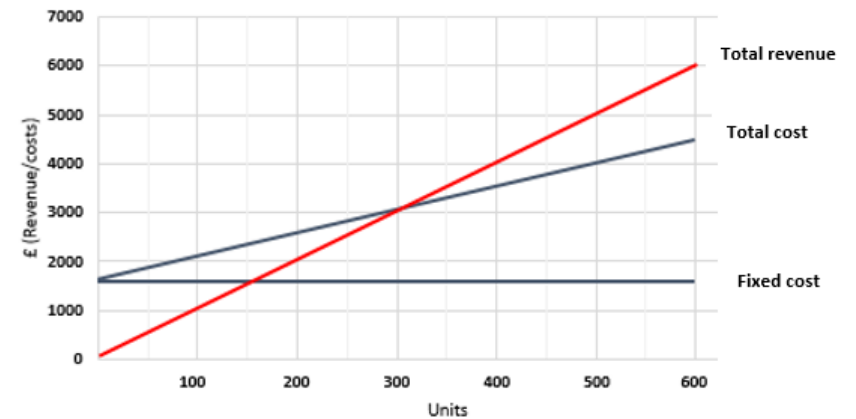
The formula for calculating the closing balance is:

A cash flow forecast shows:

Managing cash flow is important to ensure that a business can:

- i)
- ii)
- iii)

Break-even



Short-term sources of finance	Advantages of use	Disadvantages of use
Overdraft		
Trade credit		

**PUTTING A BUSINESS IDEA
INTO PRACTICE**

Short-term sources of finance	Advantages of use	Disadvantages of use
Personal savings		
Venture capital		
Share capital		
Bank loan		
Retained profit		
Crowdfunding		

Unlimited liability is:

Types of ownership	Advantages	Disadvantages
Sole trade		
Partnership		
Private limited company		
Franchise		

MAKING THE BUSINESS EFFECTIVE

Business plans are important because:

- i)
- ii)

Nine elements of a business plan are:

- i)
- ii)
- iii)
- iv)
- v)
- vi)
- vii)
- viii)
- ix)

Four factors that will impact a business's choice of location are:

- i)
- ii)
- iii)
- iv)

Product

Identify the three elements of the design mix:

- i)
- ii)
- iii)

Draw and label the product life cycle:



Price

Identify and explain the five different pricing strategies:

- i)
- ii)
- iii)
- iv)
- v)

MAKING THE BUSINESS EFFECTIVE (MARKETING MIX)

Place	Advantages	Disadvantages
Retailer		
E-tailer (e-commerce)		

Promotional strategies	Advantages	Disadvantages
Advertising		
Sponsorship		
Branding		
Product trials		
Special offers		
Social media (viral advertising)		

Explain why each of the stakeholders below is interested in the activity of a firm	
Stakeholder	Reason
Owner/shareholder	
Employee	
Customers	
Government	
Local community	
Suppliers	
Pressure groups	

Identify three different pairs of stakeholders who may have conflicting interests:

_____ v _____

_____ v _____

_____ v _____

EXTERNAL INFLUENCES

Four different types of technology that are used by firms are:

- i)
- ii)
- iii)
- iv)

Identify two pieces of consumer law:

- i)
- ii)

Identify three employment laws:

- i)
- ii)
- iii)

**EXTERNAL
INFLUENCES**



Explain the impact of an increase in the following factors on a small business	
Unemployment	
Consumer income	
Inflation	
Interest rates	
Taxation	
Exchange rate	