***Business Studies Project***

**Year 11 Business Studies Students will become budding entrepreneurs and create and pitch a new business idea. (Product or service.)**

**Criteria:**

**Groups and business ideas need to be approved by the class teacher first. Groups should be a maximum of 4 people.**

**A Group Business Pitch needs to be presented (Prezi, Powerpoint Presentation or Video.) Youtube some Dragon’s Den Clips or Shark Tank Clips for ideas and inspiration. Your Business pitch should be a maximum of 10 minutes, timing is important.**

**An Individual assignment is required from each student on their business proposal (2000 words on Microsoft word). Any evidence of students copying others assignments will lead to disqualification. This assignment should be a detailed evaluation of the checklist. It is best to complete it in sections.**

**The project will be completed outside of lessons so no student will be allowed out of any subject lessons to complete this to avoid lesson disruption.**

**Top three Business ideas in each school (Barwa and Lagoon) will compete together in a Final in NIA on 11th February.**

**Checklist according to EDEXCEL Specification 2015/16**

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| **Section 1**  **Mission Statement**  **Type of organisation**  **Sector of activity**  **Choice of location (Where and Why)**  **Government policy**  **External influences** | **Section 2**  **Recruitment (Who and Why)**  **Organisational Chart**  **Training (Who, Which and Why)**  **Motivation (How)** | **Section 3**  **Sources of Finance (Which ones and Why)**  **Budget (Why)**  **Create a budget for promoting a product** | **Section 4**  **Marketing-Mix**  **Market research (Which one and Why)** |

**Possible Themes : Car Accesories, Computer Themed, Food, fashion, Beauty,Sport Themed, Services**