**OCR LEVEL 2 CAMBRIDGE TECHNICAL EXTENDED CERTIFICATE IN BUSINESS**



**Scenario:** You have decided that you would like to start your own business once you have completed your studies. In order to maximise your chances of success you need to make sure that your idea is realistic.

**Task:** Identify an idea for a new small business in Henley or where you live, and produce a presentation that explains your business idea (Product/s, Place, and Price/s) and justifies why you think it will be successful. You should use your knowledge of the local area. Identify who you think your customers will be, and give an outline of how your business will attract them.

Add a new section to your presentation which identifies a range of different methods of promotion (Paper-based, online, social media, etc.) that you could use to promote your business idea, and explain which ones you intend to use.

**Following questions might help you design your presentation:**

What is your business? What products/ services do you offer?

Why do you think your business is realistic? Why do you think your business will be successful?

What is your unique selling point? (Is it cheap? Does it offer a unique service/product?)

Where is it located? Why have you chosen that particular location?

Who are your potential customers? How do your products/services meet the needs of your customers?

What are the opening days and times?

How will you promote your business? Give at least one example of paper-based and e-based promotional idea. (posters, leaflets, social media, website, etc)

Overleaf is an example of a Business Idea.







