

GCSE Business

- The dynamic nature of business
- Risk and reward
- The role of business enterprise
- The importance of added value
- The role of entrepreneurship
- Customer needs
- The role of market research
- Types of market research
- Market research data
- Market segmentation
- Market mapping
- Competition
- Competitive markets
- Aims and objectives
- Revenues and costs
- Profit and loss
- Break-even charts
- Using break – even
- Calculating cash flow
- Importance of cash to a business
- Short term sources of finance
- Long term sources of finance
- Limited liability
- Types of business ownership

- Franchising
- Business location
- The marketing mix
- Influences on the marketing mix
- The business plan
- The nature of business planning
- Stakeholders
- Stakeholder conflict
- Technology and business
- Consumer law
- Employment law
- The economy
- Unemployment and inflation
- Interest rates
- Exchange rates
- External influences