

Name:

BTEC Business Summer Project

Understanding Business

Can you find out 3 definitions of the word BUSINESS from the internet?

- 1.
- 2.
- 3.

There are really only three ways to start up a successful business:

1. Do something completely new (and that people want)
2. Do something that already exists, but do it better
3. Do something that already exists, but at lower cost

Understanding customer needs is vital in business success. Describe what you think the needs are of the following customer.



A customer dining at McDonalds:

PRIMARK® A customer shopping at Primark:

YOUR M&S A customer shopping at Marks and Spencer

Name:

SWOT analysis

A business needs to analysis the internal and external environment when making big decisions. One way of doing this is by conducting a SWOT analysis.

An example of a SWOT analysis for Starbucks Coffee :

Strengths Huge global revenue. It has a reputation for fine products and services. It has almost 9000 cafes in almost 40 countries. The company is a respected employer that values its workforce. The organisation has strong ethical values	Weaknesses They need to look for a portfolio of countries, in order to spread business risk. The organisation is dependant on a main competitive advantage, the retail of coffee. This could make them slow to diversify into other sectors should the need arise.
Opportunities New products and services that can be retailed in their cafes, such as Fair Trade products. New markets for coffee such as India and the Pacific Rim nations are beginning to emerge. Co-branding with other manufacturers of food and drink, and brand franchising to manufacturers of other goods and services both have potential.	Threats Will the market for coffee continue to grow? Starbucks are exposed to rises in the cost of coffee and dairy products. Copy cat brands The effects of the recession on eating out and coffee

Can you conduct a SWOT for McDonalds?

Strengths	Weaknesses
Opportunities	Threats