BTEC TECH AWARD

ENTERPRISE

2020

COMPONENT ONE ASSIGNMENT

EXPLORING ENTERPRISE

Things to do:

- Watch and read the news, to get an insight into what businesses are suffering as a result of the Covid virus, and why. (DIY, delivery, supermarkets, fitness, technology)
- Watch and read the news, to get an insight into what businesses are suffering as a result of the Covid virus, and why. (restaurants, pubs, cinemas, high street stores)
- Watch on TV, or youtube clips of the 'Dragens den,' to help understand different types of enterprises.

Examine the Characteristics of Enterprises

You are a Business Analyst employed by the Coventry Chamber of Commerce. You have being asked to produce a written report which examines two small or medium enterprises in the local area.

Your report should have consistent presentation using size 12 text and Calibri (Body) text.

You should insert page numbers into your report and also headers and footers:

Header-Your first and second name.

Footer – Tech Award Enterprise Learning Aim A

To begin this report you need to describe the different enterprises in the local area:

- Examples of enterprises that provide products
- Examples of enterprises that provide services
- Examples of enterprises that are either brick, click or both.

You now **need to select two real businesses that operate in the Coventry area.** The businesses must either be small or medium employing between 11-250 staff. Ensure that both businesses **selected have a website where you can access information.** The businesses must be different in respect of either their size, structure, ownership or goods and services they supply. It would be helpful if you select at least one business that you have direct access to in order to help get information for your report.

Examples to consider, include:

- Hairdresser
- Takeaway
- Garage
- Local Shop

1. For each of your chosen businesses write a short introduction which gives a brief outline of the business including products and services provided and a brief historical background.

2. You should now explain what enterprise aims and objectives are and then examine the aims and objectives of your two chosen businesses. Once you have found the aims and objectives of your enterprises you must now compare these objectives in terms of similarities and differences.

   In your opinion do you think that both of your business meet their objectives and provide evidence to support your conclusions.

3. In this section of your report you should now examine the characteristics of both of your enterprises. You should include the following information:
   - The size of the enterprise (number of staff, number of shops, number of customers)
   - Types of business ownership (sole trader, partnership, franchise –research these key terms)
   - Location of your enterprises. Include images of the enterprise premises and their location on a map. Comment on the advantages and disadvantages of the locations.
   - How do your enterprises physically sell their products or services with evidence to support your findings (screen shots). (face-to-face, online)

4. You should now complete some research into local competition which each of your enterprises have. You should include screen shots of your competitors.

   Assess how at least one competitor could affect the aims and objectives of each of your chosen enterprises. (Price, Products, Marketing).

5. Explain what is meant by "customer service". Assess the levels of customer service provided by both of your enterprises using examples to support your judgements. How do you feel customer service could be improved in your enterprise including attracting new and repeat customers