**THEME 2 – EDEXCEL GCSE BUSINESS 9-1**

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| **GROWING THE BUSINESS** |

**THEME 2 COVERS:**

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| **Topic 2.1 Growing the business** | **2.4 Making financial decisions** |
| **Topic 2.2 Making marketing decisions** | **2.5 Making human resource decisions** |
| **Topic 2.3 Making operational decisions** |  |

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| **TOPIC 2.1 GROWING THE BUSINESS** |

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| **1** | **GIVE ME THREE…** |

**Methods of internal (organic) growth:**

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| **1** |  |
| **2** |  |
| **3** |  |

|  |  |
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| **2** | **GIVE ME TWO…** |

**Methods of external (inorganic) growth:**

|  |  |
| --- | --- |
| **1** |  |
| **2** |  |

|  |  |
| --- | --- |
| **3** | **WHAT IS THE DIFFERENCE…?** |

**What is the difference between?**

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| **INTERNAL (ORGANIC) & EXTERNAL (INORGANIC) GROWTH** |  |
| **A MERGER & A TAKEOVER** |  |

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| **4** | **THE BENEFITS AND DRAWBACKS…** |

**Identify two benefits and two drawbacks of internal and external growth:**

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|  | **INERNAL (ORGANIC)** | **EXTERNAL (INORGANIC)** |
| **Benefits** |  |  |
| **Drawbacks** |  |  |

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| **5** | **WHAT IS MEANT BY…?** |

**Write a definition for the following terms:**

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| --- | --- |
| **Public Limited Company** |  |
| **Private Limited Company** |  |

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| **6** | **DEFINITIONS, BENEFITS AND DRAWBACKS…** |

**Write down the definitions and then identify one benefit and one drawback of the following sources of finance for a growing and well-established business:**

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|  | **DEFINITION** | **BENEFIT** | **DRAWBACK** |
| **Retained Profit** |  |  |  |
| **Selling Assets** |  |  |  |
| **Loan Capital** |  |  |  |
| **Share Capital** |  |  |  |
| **Stock Market Flotation** |  |  |  |

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| **7** | **TELL ME WHY/HOW…** |

**Tell me how/why business aims and objectives change as a business evolves:**

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**Tell me how business aims and objectives change as businesses evolve:**

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| **8** | **WHAT IS MEANT BY THE TERM…?** |

Write a definition for the following key term:

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| --- | --- |
| **GLOBALISATION** |  |

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| **9** | **IMPACTS…** |

**Write down four ways in which globalisation can impact on a business. These can be both positive and negative.**

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| --- | --- |
| **1** |  |
| **2** |  |
| **3** |  |
| **4** |  |

|  |  |
| --- | --- |
| **10** | **GIVE ME A DEFINITION…** |

**Write a definition for the following key terms:**

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| --- | --- |
| **TARRIFS** |  |
| **TRADE BLOCS** |  |

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| --- | --- |
| **11** | **EXPLAIN…** |

**Explain two ways in which businesses can compete internationally:**

|  |  |
| --- | --- |
| **1** |  |
| **2** |  |

|  |  |
| --- | --- |
| **12** | **WHAT IS MEANT BY…?** |

**Write down a definition of the following key terms:**

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| --- | --- |
| **ETHICS** |  |
| **TRADE-OFF** |  |
| **SUSTAINABILITY** |  |
| **PRESSURE GROUP** |  |

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| **13** | **TELL ME…** |

**How ethical considerations influence business activity:**

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**How environmental considerations influence business activity:**

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**The potential impact of pressure group activity on the marketing mix:**

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| **14** | **EXTENSION TASK 1 – CASE STUDY (CO-OP)…** |

**Read the case study below on CO-OP and answer the following questions:**

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| **The Co-op is a large retail business with food stores across the UK. The Co-op food website** [**www.co-operativefood.co.uk**](http://www.co-operativefood.co.uk) **states: “Local convenience, great value food and ethical trading are what Co-op food is all about.”**  **In 2016, the Co-op opened approximately 100 new stores. In 2017, it will open another 100 stores, costing £70m.**  **It will focus on opening new stores in London and the south east of England. The business has ambitious plans continue to grow.**  **The Co-op group is owned by members. The members include customers and employees who own the business.** |

**You can use the computers for research when answering these questions. Use the Co-op website to find this information. Answer all questions in as much detail as possible.**

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| 1. **What are the likely advantages to the Co-op of growing as a business?** |  |
| 1. **How might Co-op find its ambitious expansion plans?** |  |
| 1. **To what extent do you think the Co-op behaves in a way that benefits stakeholders such as its workers, local communities and customers?** |  |

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| **14** | **EXTENSION TASK 2 – PAIRED ACTIVITY…** |

**With the person next to you, compete the following tasks:**

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| 1. **Draw a spider diagram containing at least 10 big businesses.** |

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| 1. **Research each of the businesses you have listed and find out whether it is a:** 2. **a PLC** 3. **a Multinational**   **Business 1 \_\_\_\_\_\_\_\_\_\_\_\_**  **Business 2 \_\_\_\_\_\_\_\_\_\_\_\_**  **Business 3 \_\_\_\_\_\_\_\_\_\_\_\_**  **Business 4 \_\_\_\_\_\_\_\_\_\_\_\_**  **Business 5 \_\_\_\_\_\_\_\_\_\_\_\_**  **Business 6 \_\_\_\_\_\_\_\_\_\_\_\_**  **Business 7 \_\_\_\_\_\_\_\_\_\_\_\_**  **Business 8 \_\_\_\_\_\_\_\_\_\_\_\_**  **Business 9 \_\_\_\_\_\_\_\_\_\_\_\_**  **Business 10 \_\_\_\_\_\_\_\_\_\_\_\_** |

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| **15** | **EXTENSION TASK 1 – CASE STUDY (Time Out)…** |

**Read the case study below on CO-OP and answer the following question:**

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| **Time Out**  **Time Out is a website and magazine brand that lists places to go and things to do in major cities around the world. There are 30 different editions of its magazines, including Time Out London and Time out Beijing.**  **In 2016, Time Out Group raised £90 million for marketing and web development by selling shares to external investors. Time Out’s founder, Tony Elliot, still owns 10% of the business.** |

**Discuss with the person next to you, and answer the below question:**

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| **Discuss and write down the potential disadvantages of raising finance from external investors.** |  |