

OCR Cambridge Technical Extended Certificate Level 3 Business Bridging Work

Specification Code: 05835

Specification Link:

<https://www.ocr.org.uk/Images/267335-cambridge-technical-business-summary-brochure.pdf>

Unit details (for the first two units studied at the start of Year Twelve)

<https://www.ocr.org.uk/Images/294523-the-business-environment.pdf>

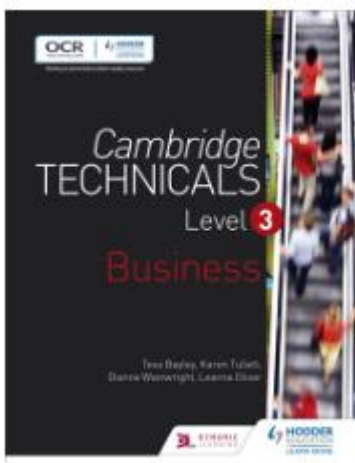
<https://www.ocr.org.uk/Images/294526-working-in-business.pdf>

Core Text(s)

This is the textbook for the GCE Business specification – please order as soon as you can to ensure it is delivered before you start the course in September.

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Bridging Work (to be submitted in your first lesson in September)

Activity 1

- a) Research a small local shopping parade, such as Amersham, Prestwood, Hazlemere, Wendover (do not include large shopping centres such as High Wycombe or Aylesbury) draw up a map showing all the businesses in that area.

- b) Give the type of products/services they provide and the possible ownership type for each business listed on your map (you may need to research this topic if you have not studied business ownership types before).

Activity 2

- a) Using your map as a resource, write up a marketing/business plan for a new business to come into that area. Dream up a business idea that would either complement existing businesses or engage the community so they want to become customers.

Your plan must include all of the following;

- Introduction (a bit about the new owners)

- What your business provides and how it is going to be managed

- 4 P's of marketing

- SWOT analysis

- Conclusion.



NOTE: If you are unsure of any of these terms do some research first! Your plan should look professional and include visuals as well as text. Some useful links include:

www.tutor2u.net

<https://www.businessed.co.uk/>