

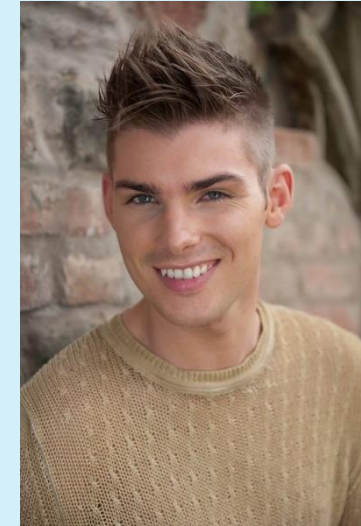
# WHAT DO THESE PEOPLE HAVE IN COMMON?



Justin Bieber



Selena Gomez



Ste Hay

Cheryl  
Tweedie



Cristiano Ronaldo

Leonardo  
Di Caprio



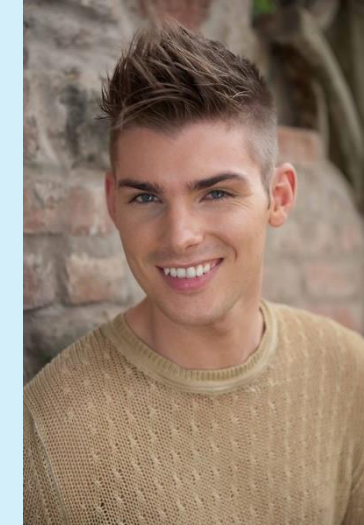
# THEY ARE ALL BUSINESS PEOPLE?



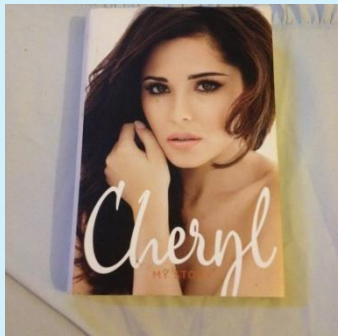
Stationery



Perfume



The Hutch  
Owner



Book



Aftershave



Calendar



# BUSINESS IS ALL AROUND YOU....

Loot at this scene from EastEnders, it is full of different businesses and organisations!



- The BBC logo is in the top corner
- The National Lottery has a stand in the corner
- The till is manufactured by a business
- Denise's jeans have been manufactured by a business
- The products in the fridge have been manufactured by a business
- The Minute Mart is a business that provides a service

You will need to know how business work when you leave school as you will be dealing with business all day everyday and eventually working for one!

# OCR CAMBRIDGE TECHNICAL LEVEL 3 IN BUSINESS



# COURSE CONTENT

Your OCR Level 3 Cambridge Technical Extended Certificate in Business is made up of 5 units. 3 Mandatory units and 2 optional units that I have chosen for you to give you a wide range of business knowledge and skills. The units you will complete are:

Unit Number	Unit Title	GLH	Assessment	Mandatory or Optional
1	The Business Environment	120	Exam	Mandatory
2	Working in Business	60	Exam	Mandatory
4	Customers and Communication	60	Assignment	Mandatory
5	Marketing and Market Research	60	Assignment	Optional
8	Introduction to Human Resources	60	Assignment	Optional



# WHAT HAVE BUSINESS STUDENT GO ON TO DO



Study Business as university

Work in businesses all around the city

Start up their own business

Apprentiships all around the city



# JOBS IN BUSINESS

Wrigley Marketing  
Manager - £60,000  
per year



Coca Cola Rep - £32,000 per  
year



Finance Assistant Vue Cinema  
- £22,000 per year



Plymouth Argyle  
Human Resources  
Manager - £35,000

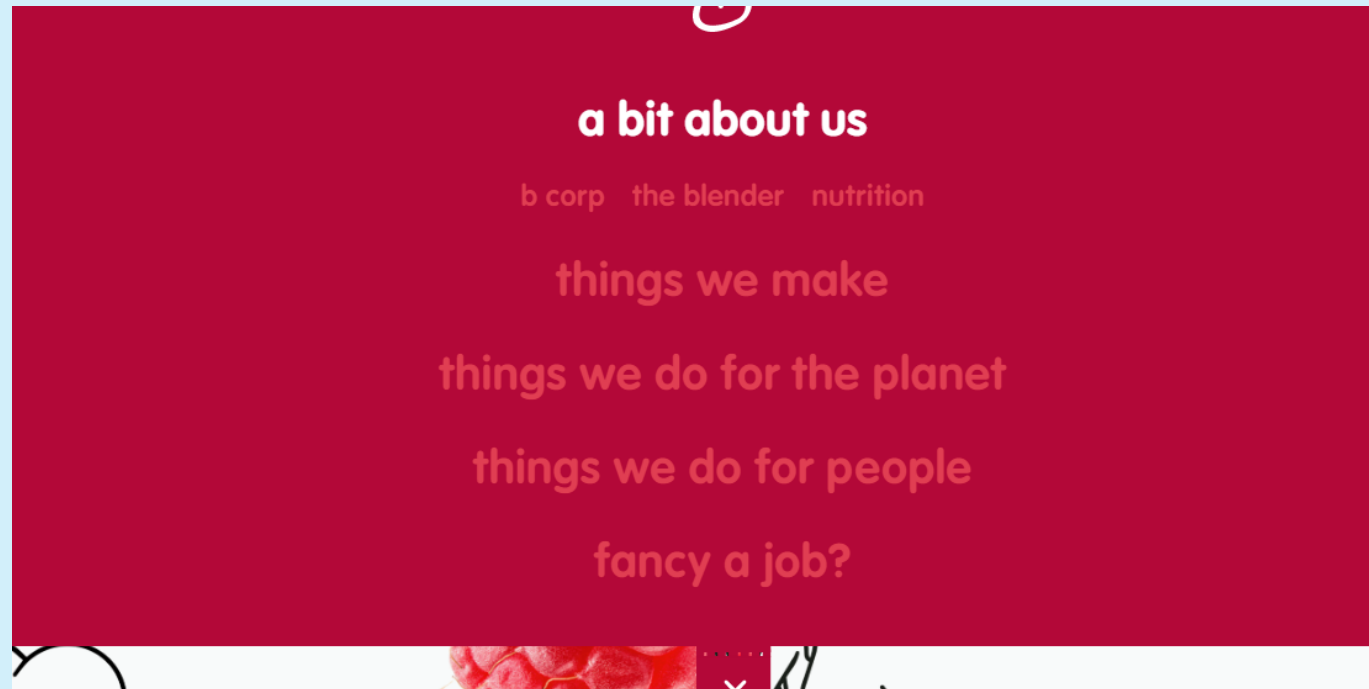
Ginsters Area Manager -  
£42,000 per year



# TASK



<https://workplaceinnovation.eu/innocent-smoothie-makers/>



# THE WORLD OF BUSINESS

Business and organisations can be split into sections the UK

**Public sector**— run and controlled by the government....

**Private sector**— owned privately with the main purpose of making a profit

**Voluntary sector** — not for profit organisations, charities and trusts.

# THE WORLD OF BUSINESS

We are going to focus on the private sector....

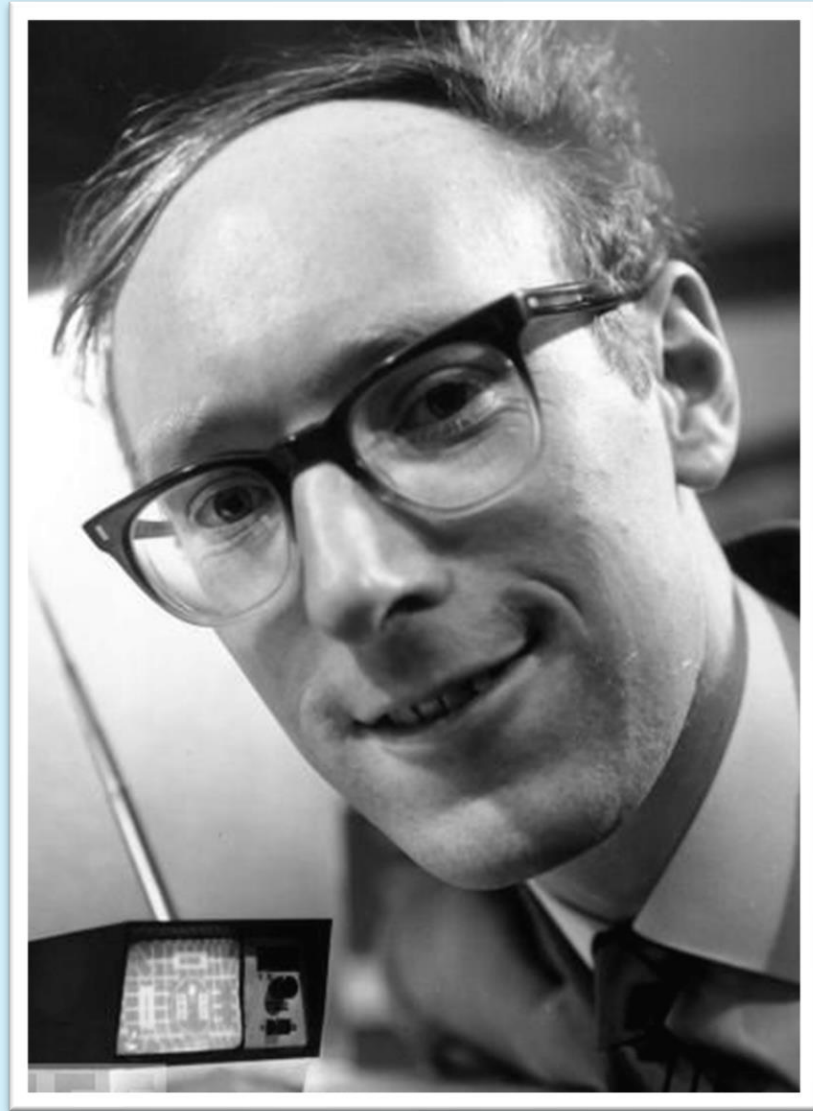
**Private sector**— owned privately with the main purpose of making a profit





**WHAT MAKES AN IDEA  
ANY GOOD?**

# WHAT ARE THESE INVENTIONS FOR?



...and why didn't they work?

# WHAT ARE THESE INVENTIONS FOR?



...and why didn't they work?

# WHAT ARE THESE INVENTIONS FOR?



...and why didn't they work?

# WHAT ARE THESE INVENTIONS FOR?



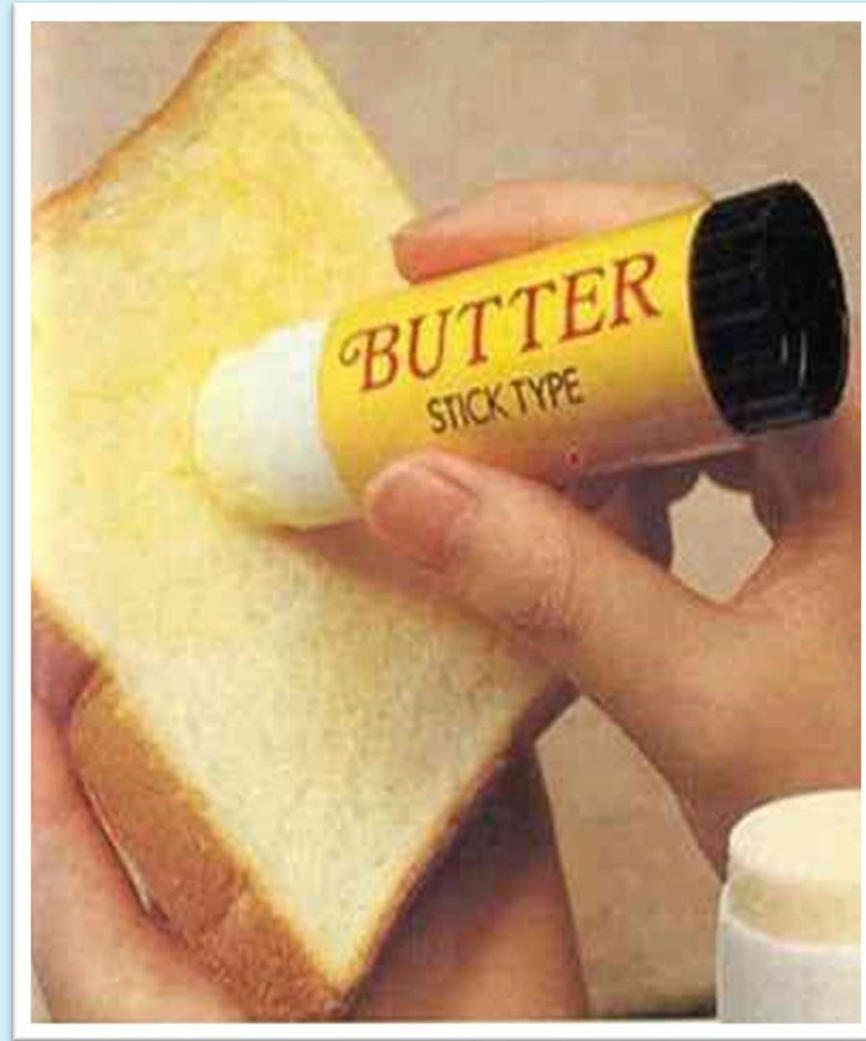
...and why didn't they work?

# WHAT ARE THESE INVENTIONS FOR?



...and why didn't they work?

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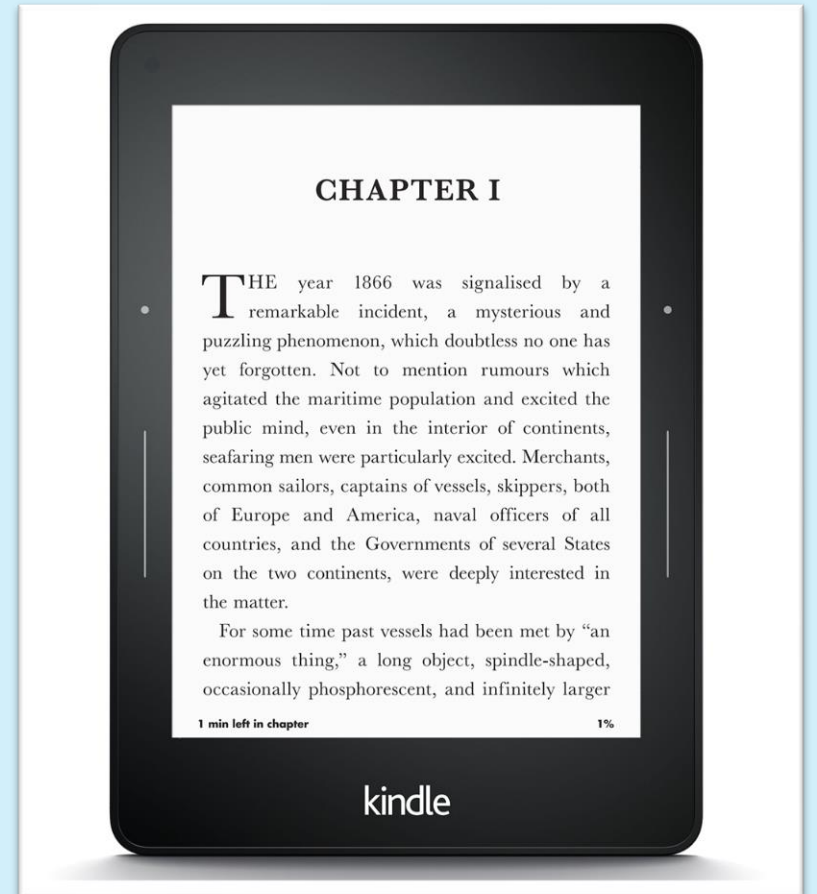
...and why didn't they work?

# GOOD IDEAS SOLVE PROBLEMS

One of the main reasons that these ideas failed was because customers didn't need them.

The most successful businesses solve a problem – this way customers will be desperate to pay for their products and services.

# GOOD IDEAS SOLVE PROBLEMS



# GOOD IDEAS SOLVE PROBLEMS



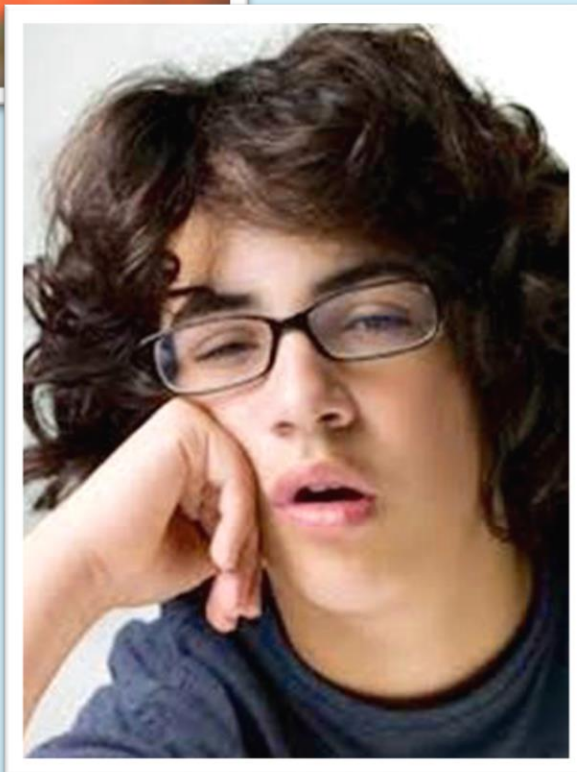
# WHAT PROBLEMS DID THESE SOLVE?



# WHAT ARE THE PROBLEMS THAT YOU FACE EVERYDAY?



# WHAT ARE THE PROBLEMS THAT YOU FACE EVERYDAY?



# HOW CAN YOU TURN THESE PROBLEMS INTO MONEY?

I want you to try and solve one of these problems by planning and designing an idea for an App for phones and tablets.



## TYPES OF APPS

1. Time wasters



2. Everyday



3. Occasional



# TASKS

Decide upon the problem you would like to tackle... and explain why

Explain what your App will do, how it will solve the problem(s) that you've identified.

Which types of App will yours be? Timewaster? Everyday? Occasional?

What type of person will buy your App? Age, gender etc.

You need to come up with a name for your App. This needs to be catchy – something that people will remember and that suggests what it does.

You also need to come up with a price to charge for it. You can choose whatever price you want but you must think about the problem it's solving and who is going to buy it.

Design the look of the App – what it's going to look like on the home screen of a phone or tablet.

Think about the types of colours that will make it stand out from the crowd and also fit in well with the type of customer that will buy it.



# **HAVE A NICE DAY**

I can not wait to welcome you to the business class.

Please email me your tasks by the end of the day.

[hkirtley@coombedean.co.uk](mailto:hkirtley@coombedean.co.uk)