

Name:

Unit 1 Exploring Businesses: Assignment 1 Checklist

Learning Aim A: Features contributing to the success of two contrasting businesses.

Learning Aim B: Investigate how businesses are organised.

Task	Completed?	Comments
Introduction (A.P1) <ul style="list-style-type: none">• Are they a profit or not-for-profit organisation?• When were they established?• What do the business do?• Which sector are they in primary, secondary or tertiary?• Are they local, national, international or multinational?• What is there annual income?• Have they had any reviews on websites?		
Growth and Size (A.P1) <ul style="list-style-type: none">• How has the business grown? (Number of stores, number of employees, increase in revenue and/or profit level)• Have they merged with or taken over another company?• What does this information suggest about the size of the organisation?• Are they small, medium, or large?• Compare this with similar information of competitors.		
Business Ownership (A.P1) <ul style="list-style-type: none">• What is the legal structure of the business?• What is the liability?• What are the main benefits and limitations of this type of ownership for your chosen business?		
Reasons for success (AB. D1) <ul style="list-style-type: none">• How might different types of businesses measure success?• Why might your two businesses measure success differently?		
Aims and Objectives (B.P3) <ul style="list-style-type: none">• What are the three main aims of the business?• Explain, in detail, why each aim is important to the business.• What are the impacts of each aim on the business?• How can the business achieve this aim? (Identify objectives)		

<p>Organisational Structure (B.P3 + B.M2)</p> <ul style="list-style-type: none"> • Include a diagram of the business structure (if possible) • Explain the structure (tall, flat, matrix, holocratic, span of control, chain of command). • What are the advantages and disadvantages of this structure for your chosen business? • How does the overall structure help the business to achieve its aims and objectives? 		
<p>Functional Areas (B.P3 + B.M2)</p> <ul style="list-style-type: none"> • Select three functional areas for the business and explain what they do and why each functional area is important for the business. • How does each functional area help the business to achieve its aims and objectives? • How does each functional area work together to achieve the aims and objectives of the business? • Is there a particular department that is specifically recognised as being good and therefore helping the business to be classed as successful? 		
<p>Stakeholders (A.P2 + AB.D1) Select 3 stakeholders and identify the following:</p> <ul style="list-style-type: none"> • Are they internal or external? • What is their role in the business? • What are their key objectives? • How do they influence the decisions of the company? • How might they communicate with other stakeholders? • How does each of the stakeholders affect the success of the business? • Explain the conflict between at least two of the stakeholders (from your three). • Who does the business need to focus on most to ensure its success? 		

<p>Methods of Communication (A.M1)</p> <ul style="list-style-type: none"> • State two methods of communication the business uses with each of the 3 stakeholders. • What are the benefits and drawbacks of each method of communication and how does it either positively or negatively affect the relationship the business has with the stakeholder? • Why is communication important for business success? 		
<p>The success of two contrasting companies (AB.D1)</p> <ul style="list-style-type: none"> • Explain the reasons for business success. • What evidence is there of their current profits/revenues to show how successful they are? • How have they grown that shows their success? • How do their stakeholders consider them a success considering the evidence you have gathered? <p>Function (HR)</p> <ul style="list-style-type: none"> • Why are the Human Resources departments/function important for each of your businesses? • How does the Human Resources department/function support the success of the business? <p>Corporate Social Responsibility</p> <ul style="list-style-type: none"> • What activities does the business take part in to demonstrate CSR? • Why does the business do this? • How has this contributed to the success of the business? <p>Employee Involvement</p> <ul style="list-style-type: none"> • What schemes are offered at the company to encourage or motivate employees? • Why does the business offer these? Are there any comments on their website about how the business values its employees? • Are there any employee reviews about how they feel or are treated by the company? • How do the incentives encourage employee involvement? • How do the incentives contribute to the success of the business? 		

Customer Service

- How does the business demonstrate excellent customer service?
- Are there any comments on the business website relating to customer's positive experiences?
- How does this level of customer service contribute to the success of the business?

Product Development

- How has the business developed its products and services?
- How does this impact customers, competitors?
- How does product development link to the success of the business?

Success in the future

- What could the business do to increase their level of success in the future?
- Link this to any evidence you have found on new technology, competitors, changing customer needs etc.