



Rewarding Learning

Centre Number

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Candidate Number

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General Certificate of Secondary Education
2024

Business Studies

Unit 3: Planning a Business

Candidate Response Booklet A: Planning

Controlled Assessment Task

[GBU31]

VALID FROM JUNE 2023 – MAY 2024

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this page. You should familiarise yourself with the content of this case study and carry out the research tasks enclosed.

You have **12** hours to carry out your research including the completion of Booklet A.

Your controlled assessment task will involve you writing a structured report, using the research you have carried out.

You may ask your teacher for extra paper if required.

INFORMATION FOR CANDIDATES

The maximum mark available for your research is **15**.

The task will address the following areas of the specification:
Creating a Business (Key characteristics of entrepreneurs and Business ownership), Marketing (Customer service), Business Operations (Methods of manufacturing) and Finance (Break-even).

Quality of written communication will **not** be assessed in the research.

Candidate's Name: _____

Candidate's Signature: _____ Date: _____

Teacher's Signature: _____ Date: _____

Section Number	Teacher Mark
1	
2	
3	
4	
5	
Research	

Pre-Release Case Study

Michelle has established her own business, Michelle's Sweet Treats, selling artisan coffee and her speciality homemade sweet treats. She does this from a converted mobile catering trailer, which she takes to various venues, around the country.

Michelle produces her sweet treats in batches and is interested in the different ways her business can provide customer service. In addition, she is keen to explore why the government encourages enterprise.

In order for Michelle to develop her business, she has decided to carry out some research with regard to:

- type of business ownership
- the different ways in which organisations provide customer service
- evaluating batch manufacturing
- why the government encourages enterprise
- calculating break-even and labelling a break-even chart

Research Task including the completion of Booklet A (12 hours)

(NB The time allocated to the research task does not include the time taken, for example, to get questionnaires completed).

You have been asked to help Michelle to research and plan for the future of her mobile catering business.

Complete the tasks which follow.

You may attach additional sheets, if required, making sure that you have labelled them clearly to the task undertaken and included them as appendices.

Candidates will not be required to create a completed business plan, but should be guided by the tasks set out in Booklet A and Booklet B.

Section 1: Aim

State clearly the aim of your research.

Section 2: Action Plan

Complete an Action Plan for your research.

You may use the following table, or you may append a version of your own.

ACTION PLAN

Actions	Personal Target Dates	Working Log of Progress

Section 3: Primary Research

Design an appropriate form for primary research which will be used to gather information useful to Michelle on:

- the type of business ownership
- the different ways in which organisations provide customer service
- the evaluation of batch manufacturing
- why the government encourages enterprise
- finding out any other information which you feel may be relevant to Michelle's mobile catering business.

You may design and/or conduct your primary research in pairs, small groups or on your own, if preferred. A questionnaire may be completed as a paper exercise or by using an online survey.

Whether a questionnaire or an interview is used to gather information, each student must be able to demonstrate their **individual** contribution to the questions for the interview/questionnaire **and** to the process of obtaining the information. This contribution should be noted as appropriate in their research documentation.

Append the following to Booklet A:

- **your own** draft copy of your individual contribution to the research questions
- **one** blank copy of the chosen final questions
- **one** copy of your collated results from your selected form of primary research

It is not necessary to include **all** completed questionnaires.

Present your results in an appropriate way using a range of presentational techniques, which may include the use of ICT. Ensure that you annotate any diagrams appropriately, as this will help you when completing Booklet B.

Section 4: Secondary Research

Michelle needs to investigate various costs for her mobile catering business. Research the following costs and recommend suitable solutions for the most cost effective suppliers of butter and greaseproof paper. Identify appropriate details for each item, listed below, as well as the total costs per month and per annum for Michelle's Sweet Treats.

You should append print-outs of these items, highlighting their cost.

Cost	Suitable Solution	Total Cost per Month £	Total Annual Cost £
Butter (500g)	(Supplier details) (Cost per 500g of butter)	(Twenty five 500g of butter per month)	
Greaseproof paper (25m roll)	(Supplier details) (Cost per 25m roll of greaseproof paper)	(Four 25m rolls per month)	
Total Costs			

Note: In **Booklet B: Communicate Findings** - you will be provided with other relevant financial data associated with Michelle's Sweet Treats.

You should also use secondary research methods to research the following areas in relation to helping Michelle with her mobile catering business:

- Business ownership (sole trader)
- Customer service (the different ways in which organisations provide customer service)
- Methods of manufacturing (batch manufacturing)
- The key characteristics of entrepreneurs (why the government encourages enterprise), and
- Break-even (calculating break-even and labelling a break-even chart).

Section 5: Information Requirements

Conduct appropriate secondary research and present your findings. Append your results.

You should complete the following Research Log.

What information do you need?	Where did you obtain this information? (All sources must be clearly documented, e.g. if using the internet, state the website address)