



Centre Number

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Candidate Number

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General Certificate of Secondary Education  
2025

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## Business Studies

Unit 3: Planning a Business

Candidate Response Booklet A: Planning

Controlled Assessment Task

[GBU31]

VALID FROM JUNE 2024 – MAY 2025

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### 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:  
*Business Operations (Types of production and Quality assurance) and Finance (Cash flow forecasts).*

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**

Chris has been operating a firewood (timber) business for twenty years, providing many local shops and private customers with bags of logs and kindling. Chris insists in purchasing timber from local forests, which is then dried before it is manufactured (cut/split) into bags of logs and kindling to be sold. He takes sole responsibility for running the business and employs four part-time staff.

Due to the rising costs of timber, Chris has been challenged with making sure he adopts the most suitable types of production, producing an accurate cash flow forecast and finding out if his business should undertake the process of obtaining quality standards.

In order for Chris to develop his business, he has decided to carry out some research with regard to:

- types of production
- the reasons for the changing trends across the types of production
- the reasons why businesses undertake the process of obtaining quality standards
- completing a cash flow forecast
- the consequences of incorrect forecasting.

### **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 Chris to research and plan for the future of his firewood 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 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 Chris on:

- the types of production (used by a business)
- discuss the reasons for the changing trends across the types of production
- analyse the reasons why businesses undertake the process of obtaining quality standards
- analyse the consequences of incorrect forecasting, and
- finding out any other information which you feel may be relevant to Chris's firewood 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

Chris needs to investigate various costs for his firewood business. Research the following costs and recommend suitable solutions for the most cost effective suppliers of black cable ties and diesel fuel for the machinery. Identify appropriate details for each item, listed below, as well as the total costs per month and per annum for Chris's firewood business.

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

Cost	Suitable Solution	Total Cost per Month £	Total Annual Cost £
Black cable ties (pack of 100 – length 100 mm and width 2.5 mm)	(Supplier details)  (Cost per pack of 100 black cable ties)	(50 packs of black cable ties per month)	
Diesel fuel (per litre)	(Supplier details)  (Cost per litre of diesel fuel)	(500 litres per month)	
Total Costs			

Note: In **Booklet B: Communicate Findings** you will be provided with other relevant financial data associated with Chris's firewood business.

You should also use secondary research methods to research the following areas in relation to helping Chris with his firewood business:

- Types of production (primary, secondary and tertiary) and (discuss the reasons for the changing trends across the types of production)
- Quality assurance (analyse the reasons why businesses undertake the process of obtaining quality standards)
- Cash flow forecasting (complete parts of a cash flow forecast) and (analyse the consequences of incorrect forecasting).

## SECTION 5: Information Requirements

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

You should complete the following Research Log.

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