

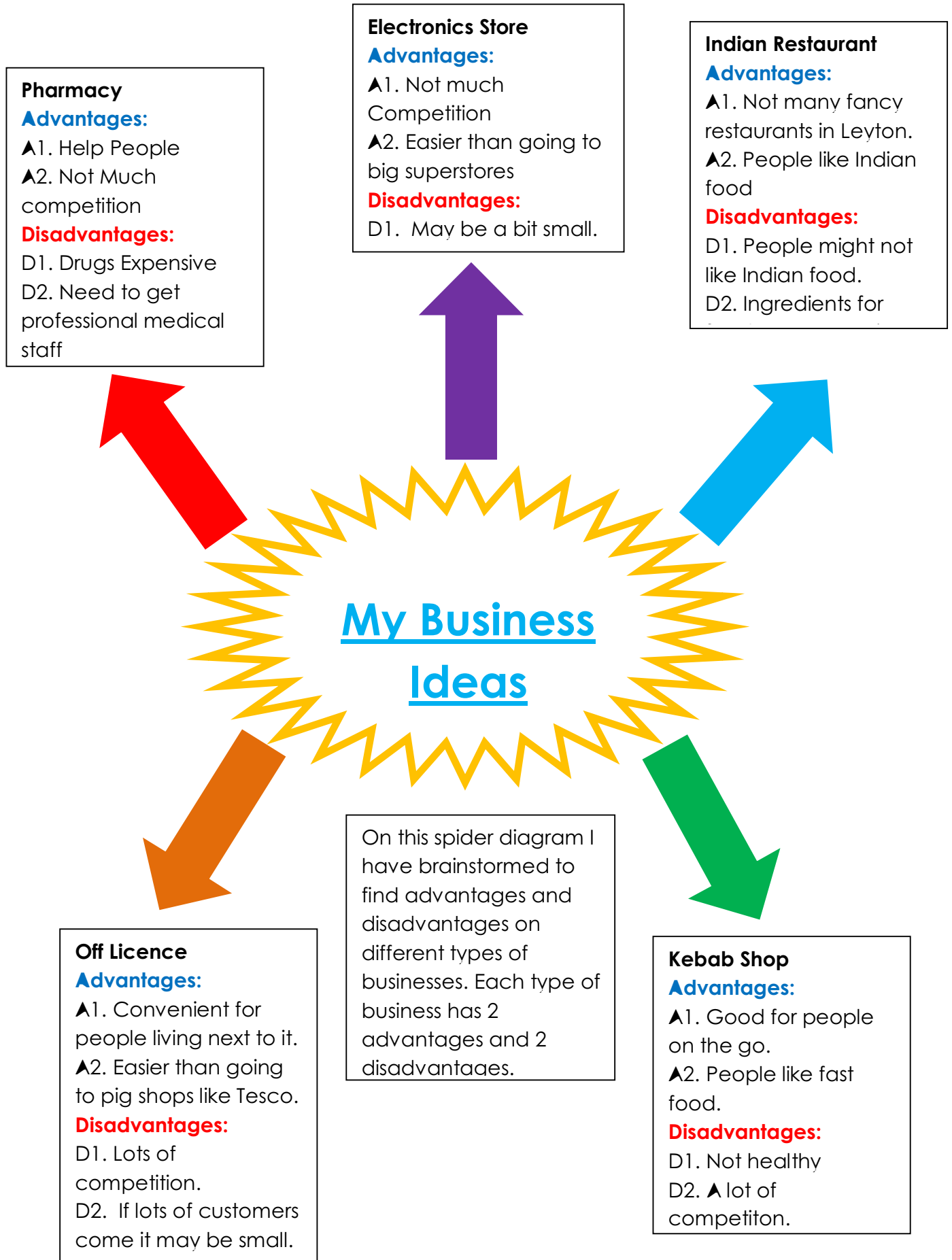


# Business Studies Coursework - Part I

Setting up a Small Business

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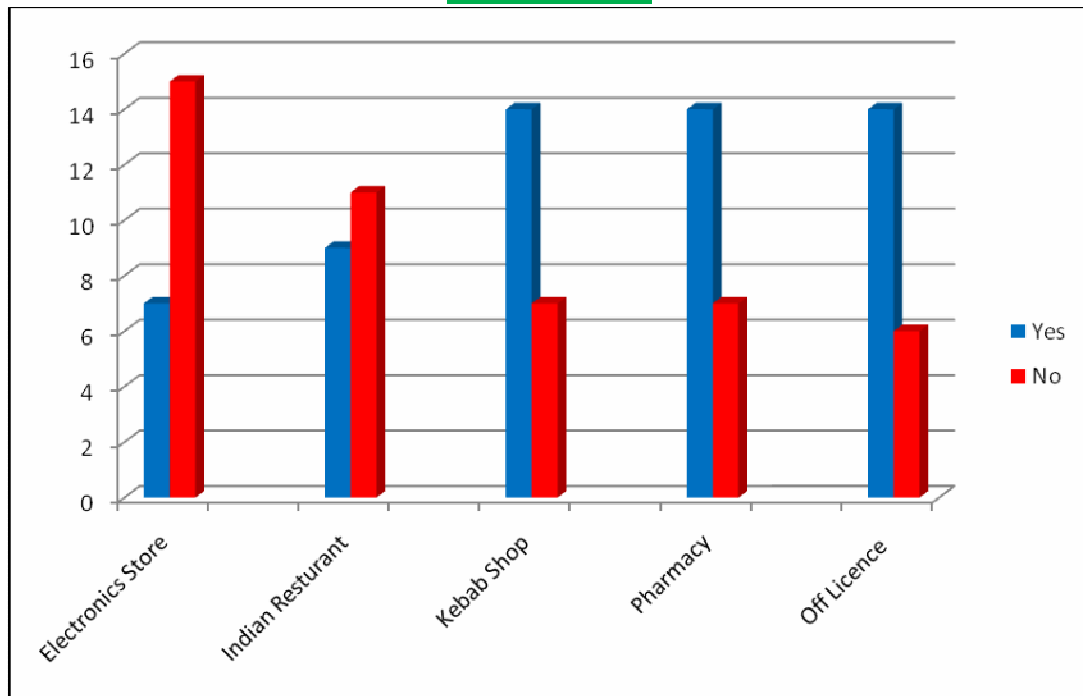
# Business Types (Ideas)

## Tally Chart

Type Of Business	Yes	No
Indian Restaurant	9	11
Electronics Store	7	15
Pharmacy	14	7
Off License	14	7
Kebab Shop	14	6
<b>Total</b>	<b>58</b>	<b>46</b>

The tally chart above shows that most people in my class would like to have more kebab shops, pharmacies and

## Bar Graph



## Final Decision

My graph shows that the electronics store and Indian restaurant are least popular and the pharmacy, off licence and the kebab shop are equally as popular as each other. As the Kebab shop, Off Licence and the Pharmacy are as popular as each other I will have a hard decision on which type of shop I choose. With my vote of the Pharmacy, the decision would be to make a Pharmacy in Leyton. This is a good decision because there are not many pharmacies in Leyton.

Advantages of our pharmacy are that it is close to Crawley Road Medical Centre and also a 5 minute walk away from SMA Medical Centre. Another advantage is that it is near to the bus stop: 49, 97 and

# Existing Business Names

## JD Sports

### Advantages:

- ▲1. Short.
- ▲2. Tells you what shop it is.

### Disadvantages:

- D1. No words for initials.
- D2. The word sport

## MotherCare

### Advantages:

- ▲1. Shows they care.
- ▲2. Catchy.

### Disadvantages:

- D1. Sexist.
- D2. Little Boring.

## Boots

### Advantages:

- ▲1. Short, Snappy.
- ▲2. Easy to remember.

### Disadvantages:

- D1. Makes you think they sell boots.

## Tesco

### Advantages:

- ▲1. Easy to remember.
- ▲2. Catchy / Original.

### Disadvantages:

- D1. Not Modern.
- D2. No real meaning.

## Game

### Advantages:

- ▲1. Tells you what they sell.
- ▲2. Simple, short.

### Disadvantages:

- D1. Boring.
- D2. Not Modern.

## Pizza Hut

### Advantages:

- ▲1. Tells you what they sell. ▲2. Catchy.

### Disadvantages:

- D1. Not Modern.

I have analysed these business names to help me come up with names for my own pharmacy.

On this spider diagram I have brainstormed to find advantages and disadvantages on different existing business names. Each existing name has 2 advantages and 2 disadvantages. 5

## Business Names Comments

**Family Care Pharmacy:** Simple, shows you care using the word 'family care'.

**HA Pharmacy:** Short People know it's a pharmacy.

**Leyton H Pharmacy:** Shows where it is, people know it's a pharmacy, includes initials.

**London CC Pharmacy:** Tells you the city it's in, includes initials and tells you it's a pharmacy.

**Lundy Pharmacy:** Short, snappy, tells you it's a pharmacy.

**H Care Pharmacy:** Short, catchy, includes initials and tells you it's a pharmacy.

On this section I have commented on my business names that I have chosen and given advantages for each name.

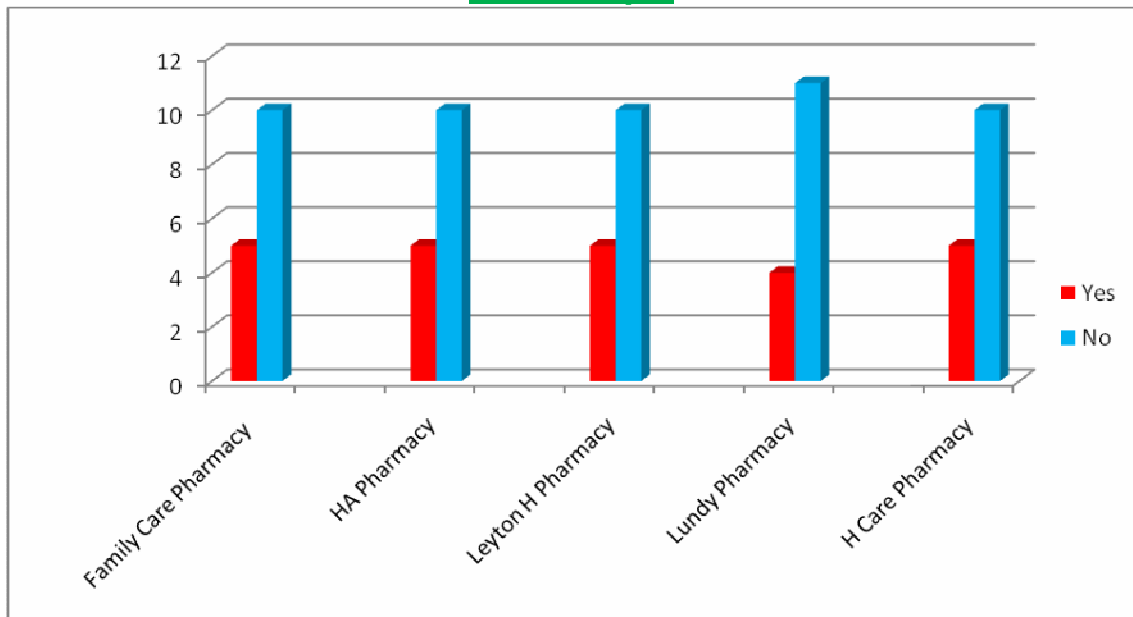
# Business names

## Tally Chart

Name	Yes	No
Family care Pharmacy	5	10
H▲ Pharmacy	5	10
Leyton H Pharmacy	5	10
London CC Pharmacy	5	10
Lundy Pharmacy	4	11
H Care Pharmacy	5	10
<b>Total</b>	<b>29</b>	<b>61</b>

This tally shows that all business names apart from Lundy Pharmacy are equally popular in my class.

## Bar Graph



## Final Decision

My graph shows that the names Family Care Pharmacy, H▲ Pharmacy, Leyton H Pharmacy, London CC Pharmacy and H Care Pharmacy are equally popular and Lundy Pharmacy is least popular. As Family Care Pharmacy, H▲ Pharmacy, Leyton H Pharmacy, London CC Pharmacy and H Care Pharmacy are equally popular I am going to choose Leyton H pharmacy because it tells you where it is, you know it's a pharmacy and has initials in.



### Google

#### Advantages:

- ▲1. Bold and Colourful.
- ▲2. Bold original font to show its power.

#### Disadvantages:

- D1. Text is little boring.
- D2. Doesn't include any images.

### Pizza Hut

#### Advantages:

- ▲1. You know what it is as it has text in the logo.
- ▲2. It's Unique.

#### Disadvantages:

- D1. Colour is a bit boring.



### Apple Mac

#### Advantages:

- ▲1. Sleek Design.
- ▲2. Easy to remember what it is.

#### Disadvantages:

- D1. Boring.
- D2. Doesn't tell you what it is.



## Existing Business Logos



### Nike

#### Advantages:

- ▲1. Unique.
- ▲2. Bold Tick.

#### Disadvantages:

- D1. A bit boring.
- D2. No text.

On this spider diagram I have brainstormed to find advantages and disadvantages on different existing logos. Each logo has 2 advantages and 2 disadvantages.

### Mc Donald's

#### Advantages:

- ▲1. Unique
- ▲2. Easy to remember.

#### Disadvantages:

- D1. Yellow M in red background is boring.
- D2. Un-modern



i'm lovin' it



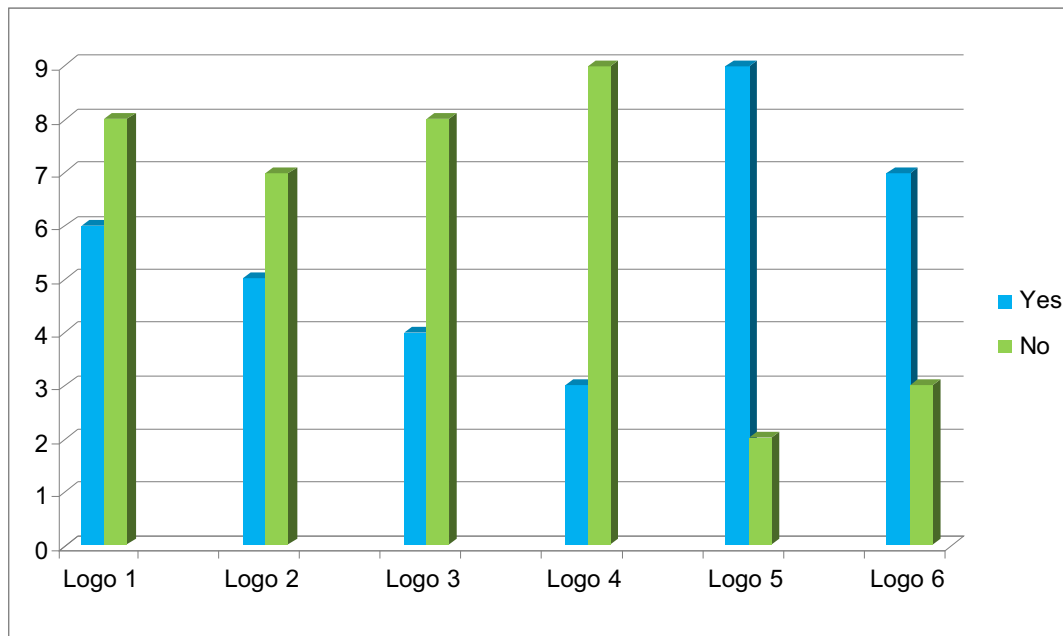
# Logos

## Tally Chart

Name	Yes	No
Logo 1	6	8
Logo 2	5	7
Logo 3	4	8
Logo 4	3	9
Logo 5	9	2
Logo 6	7	3
<b>Total</b>	<b>34</b>	<b>37</b>

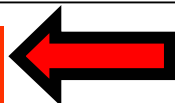
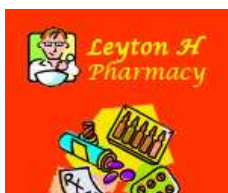
The tally above shows that most people in my class liked logo 5 the most and people liked logo 4 the least.

## Bar Graph



## Final Decision

My graph shows that logo 5 is most popular, which means that logo 5 is the final logo for my pharmacy. Logo 4, 3 and 1 are least popular. I think this is because these three logos don't look as professional as logo 5 and 6. Advantages of logo 5 is that it looks more professional than the others; the colour scheme matches (yellow and red); there is more than one picture which makes it look more attractive because it makes it more eye catching and the logo includes the name and tells you its a pharmacy so people know what it is. The font and the font size and colour look professional because it makes the text appropriate.



This is the official logo for my business.

# My logo Designs

1.

This part shows my logo designs that I made. They are all colourful and have text so you know what the logo is for.



This is a good logo because it tells you what it is, it has a nice colour scheme, it has appropriate images and has a red cross that tells you we're here to help. Disadvantages about this logo are that it doesn't look professional and it is not original (boring).

2.



This is a good logo because it tells you it's a pharmacy, it has a nice colours, and it has a red cross that tells you we're here to help. Disadvantages about this logo are that it doesn't look professional, it looks hand made (no good quality) and it is a boring logo.

3.



This is a good logo because it tells you it's a pharmacy by text and image (the green cross tells us it's a pharmacy), it has a nice interesting and original background, and it has a nice eye catching font. Bad things about this logo are that the logo looks homemade not professional and the background images could persuade drug overdose.

4.



This is a good logo it has an colourful eye catching background; it has text which lets you know what the logo is for. This doesn't look that good because the picture hasn't been edited properly and looks like it's just been pasted on.

5.



This is a good logo because it has a good colour scheme, nice font and font size, eye catching pictures and it look more professional. Disadvantages about this logo are the shape looks a bit boring (maybe better as a circular logo) .

6.



▲Advantages about this logo are that it has a good font choice, size and colour. This is a good logo because it has matching colours, and appropriate images. Bad this about this logo are it is a bit boring (not original) and the shape of the logo.

# Sectors of industry

These are the three sectors of industry.

**Primary sector** – The primary sector is part of the economy where businesses grow, collect, mine or cut down raw materials.

(Raw materials are needed to make other goods and services – wheat, pork, fish, timber, coal oil and gas)

**Secondary sector (the manufacturing sector)** – The Secondary Sector is that part of the economy where businesses take the raw materials produced in the Primary Sector and transform them into goods.

(Goods are physical products that can be seen and touched)

Examples: chairs are made from wood or plastic, building houses, roads, food are process in factories.

**Tertiary Sector (the Service Sector)** – The Tertiary Sector is that part of the economy where businesses produce services.

(Services are non-physical products that cannot be touched or stored like a haircut or a train journey)

E.g. retail, transport, haircut, teaching, restaurants etc

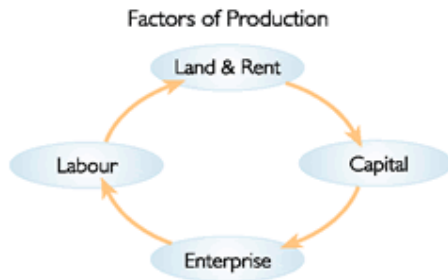
## My Business

My business is in the **tertiary sector** because we will sell goods that can be touched like selling medicines, shampoo's, hair accesories, baby needs (e.g. Nappies, Bottles, and Dummies) and selling is a service. Also we will be giving advice and information which is a service. We are not in the **primary sector** we will not be dealing (growing, collecting, mining, or cutting down) with any raw materials. We are not in the **Secondary sector** because we will not be making our own goods in factories we will be buying our goods from wholesales.

# Factors of Production

Factors of production are the resources of **LAND, LABOUR, CAPITAL** and

**ENTERPRISE** used to produce goods and services.



**Land** refers to physical land and other natural resources, e.g. the land that a building is constructed on, oil that is extracted from under the sea, under the land, forests, and fish reserves. Providers of

land receive rent.

**Labour** refers to physical and mental effort - e.g. stacking shelves in a supermarket, or calculating the final accounts of a company. Providers of labour receive wages.

**Capital** exists at two levels. First of all we have financial capital. But more importantly, this is used to purchase physical capital that goes into making other things. Physical capital consists of machinery, equipment, tools, etc. Providers of capital receive interest.

**Enterprise** is the skill of combining the other factors of production.

Entrepreneurs receive profit. Entrepreneurs are the risk takers that set up and run business enterprises.

## My business

**Land:** My business is going to be situated in a shop on High Road, Leyton.

**Labour:** There will be many workers in my shop, including a worker stacking shelves, someone working at tills, someone getting prescription medicine from the storage cupboard to give to customers, someone calculating the accounts, and some cleaners.

**Capital:** We have a loan of £5000 to start up our business. We will use this to buy machinery (e.g. tills), furniture (e.g. counters, shelves, ect...).

**Enterprise:** We will have to take a risk to start our business because people may not come to our pharmacy. We will promote our business with posters and advertisements to try and get as much profit as possible.

# Definition of Markets

## **1. Consumer Non-Durable Market**

- ✓ Sells Products that are not long-lasting and they are used up after a short amount of time.
- ✓ Foods, drinks, magazines, newspapers, medicines, soap, chocolate, make-up...

## **2. Consumer Durable Market**

- ✓ Sells products that last long until they eventually deteriorate from user or age or are replaced with a new version/model.
- ✓ Electrical goods, appliances, cars, clothes, books, furniture...

## **3. Industrial/Organisational Market**

- ✓ Sells products that assist other manufacturers or organisations.
- ✓ Equipment, computer software, office supplies, furniture, customised clothing/ items, raw materials...

## **4. Services Market**

- ✓ Sells any non-physical products
- ✓ Tertiary sector
- ✓ Biggest market

- ✓ Hairdressing, banks, security, repairs, transportation, cleaning, cooking, serving, teaching, arranging...

### **Q1. Which market(s) does my business fall in?**

▲1. My business falls into three markets. The first one is consumer non-durable because we will sell shampoos, hair creams, hair dye, medicine, tablets, sweets, chewing gum, make-up... These products do not last long that's why they fall into this market. The second market is consumer durable because we will sell products like hair accessories; manicure sets (nail clippers...)... these products are long lasting because you can use them again and again until they deteriorate from use or age. The third market falls into services because we will give advice on health problems (e.g. fitness, disease advice, overweight advice ...) advice goes into this market because giving advice to people is a service.

### **Q2. Why doesn't my business fall into other markets?**

▲2. My business does not fall into industrial/ organisational market because I will not be selling products/goods to other businesses or assisting other businesses.

### **Q3. In future if you expand your business what market will it fall in to?**

▲3. In future when we expand our business our business will go into the industrial/organisational market because we will start to sell batches of products to other companies. We will mostly sell medicines to other companies that are in the pharmacy business.

## Business ownership

**Sole Trader:** ▲ business organization that is unincorporated and has only one owner.

**Partnership:** ▲ legal contract entered into by two or more persons in which each agrees to furnish a part of the capital and labour for a business enterprise, and by which each shares a fixed proportion of profits and losses.

**Private Ltd Company (Ltd):** ▲ firm usually associated with British registration that is organized in such a way as to give its owners limited liability.

**Public Limited Company (PLC):** ▲ type of limited company whose shares may be offered for sale to the public.

**Franchise:** ▲ type of license that a party (franchisee) acquires to allow them to have access to a business's (the franchisor) proprietary knowledge, processes and trademarks in order to allow the party to sell a product or provide a service under the business's name.

**My business will be in the sole trader ownership, because I will be opening a small pharmacy on Leyton High Road with only me as the owner which means I only have the choice of being a sole trader.**



**Another reason I am a sole trader is because it will be cheap for me to start up my business. Also I think it will be nice for me to be my own boss.**

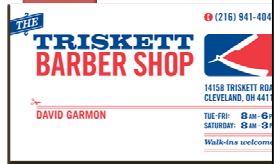
**I think that you would have to be wise to run your own business. I also think you need to be good at maths to work out prices, profit, losses, ect. Another quality you will need it to have basic common sense and to know your stuff about business and the risks. You will also need to be good at persuading people to buy your products. You will need to have basic knowledge on medicine and science.**

**I will be successful because I have all of the stated knowledge above plus I have the knowledge of a doctor so I can help customers with health problems. This will make me a successful business man. I will also be successful because I have good communication skills and good skills which are needed for a basic business.**

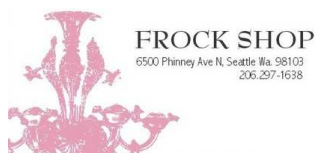
	<b>Advantages</b>	<b>Disadvantages</b>
<b>Sole Trader</b>	<ul style="list-style-type: none"> <li>▲ All the profit is yours.</li> <li>You are your own boss.</li> <li>You do all the work (You can't blame anyone if anything goes wrong).</li> <li>Cheap and easy to start</li> </ul>	<ul style="list-style-type: none"> <li>You have unlimited liability</li> <li>▲ All the risk is yours</li> <li>What about sickness and holidays?</li> <li>Do you have all the skills?</li> </ul>
<b>Partnership</b>	<ul style="list-style-type: none"> <li>You share payments with partners</li> <li>You don't have to do everything yourself</li> <li>You can go away for a holiday</li> </ul>	<ul style="list-style-type: none"> <li>Unlimited Liability (You and your partner(s) are responsible for all the debts of the business)</li> <li>You will share your profits with your partner</li> </ul>
<b>Private Limited Company</b>	<ul style="list-style-type: none"> <li>Easier to raise larger sums of capital</li> <li>More flexible than PLCs</li> <li>Opportunities for bringing in more skills</li> <li>You have limited liability</li> </ul>	<ul style="list-style-type: none"> <li>People may be unwilling to buy shares</li> <li>It can be hard for investors to get their money back when they want to</li> <li>You can only sell shares privately</li> <li>Not very flexible if expansion becomes possible</li> </ul>

		More legal formalities than sole traders
<b>Public Limited Company</b>	You have limited liability Easier access to finance More funds available for investment Public awareness gives status	Public companies are very strictly controlled by law and regulated by the debt for trade and industry. You have to publish results Others, e.g. auditors have to look at your books Greater need to conform to legal procedures Owners might lose control
<b>Franchise</b>	You can start up and run your own business with a lower risk than normal New franchisees get help, advice and support on how to run and develop their business.	Not very flexible Fixed share of turn over has to be paid to the franchisee

- Contains useful info (Company Name, address, status, email, and Bosses name).
- Good font, presentation, font size, and colour.
- Includes a picture (may be a logo as none seen on card).



On this spider diagram I have brainstormed to find things that make existing business cards effective. Each of the 3 business cards have a 2 - 5 bullet points.



# My Business Card's Designs

1.



2.



3.



They have been designed this way so that we can get customers. These cards will do this with their appropriate images, good colour themes and our company's logo (persuading people to buy from us). They also include information so that customers can call us, send letters to us, email us or check our website.

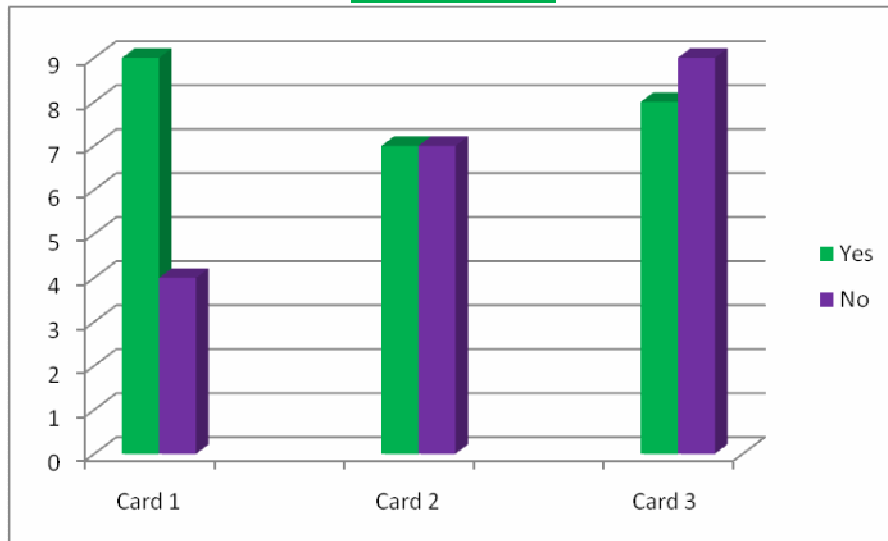
# Business Cards

## Tally Chart

Card	Yes	No
Card 1	9	4
Card 2	7	7
Card 3	8	9
<b>Total</b>	<b>24</b>	<b>20</b>

The tally chart above shows that most people in my family liked business card number 1 than any other one. (This tally does not include my vote.)

## Bar Graph



## Final Decision

My graph shows that the card 3 is least popular; card 1 is most popular and card 2 is in the middle. With my vote of card 1, the decision would be to use card 1 as our main business card. This is a good decision because I think it looks nice and would stand out from the other 2.

I will use my business card to publicise my business and to give to customers for our address and contact info. We will use this business card for a while and then we will use card number 2 as I think it look's ok. We may also post our business cards through local resident's doors to advertise our business.