



July 2023

Ref: SUL/ACR

Dear Family

### **BTEC Tech Award – Business Enterprise Qualification**

I am writing to ask if you might be able to help your child with an assignment for their BTEC Tech Award in Business Enterprise qualification.

Students need to research an enterprise in one of the following sectors or business models: Business to Business (B2B), Business to Customer (B2C), Social Enterprise, Goods, Service, Bricks and Clicks and Flips, e-commerce.

If you have a family member or friend who runs their own business in one of these sectors, it would be of enormous benefit to your child if they could talk to them, this could be recorded or written notes.

#### **The topics they would need to discuss are:**

- What the business does? The activities carried out by the business to meet customer needs.
- What are the aims and objectives of the business?
- Characteristics and skills the entrepreneur needs to be able to run this business.
- The market research done to find out about customer needs.
- The market research done to find out about competitors.
- How the enterprise is affected by the state of the economy, technology, fashions, and the law
- The main strengths and weaknesses of the business
- Threats to the business
- Opportunities for the business

Yours sincerely

Mrs S Uppal  
**Head of Business**

Mr D Irish  
**Principal**

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