

What's in your pocket?

- On Monday you had £4.60 in your pocket
- On Monday you bought a bag of crisps for 55p
- On Tuesday your mum gave you £5
- You treated yourself to a cheeseburger (99p)
- On Wednesday you bought a pen from the school shop for 50p

What were your total expenses?
What did you start the week with?
How much did you have on Thursday?



JAN FEB

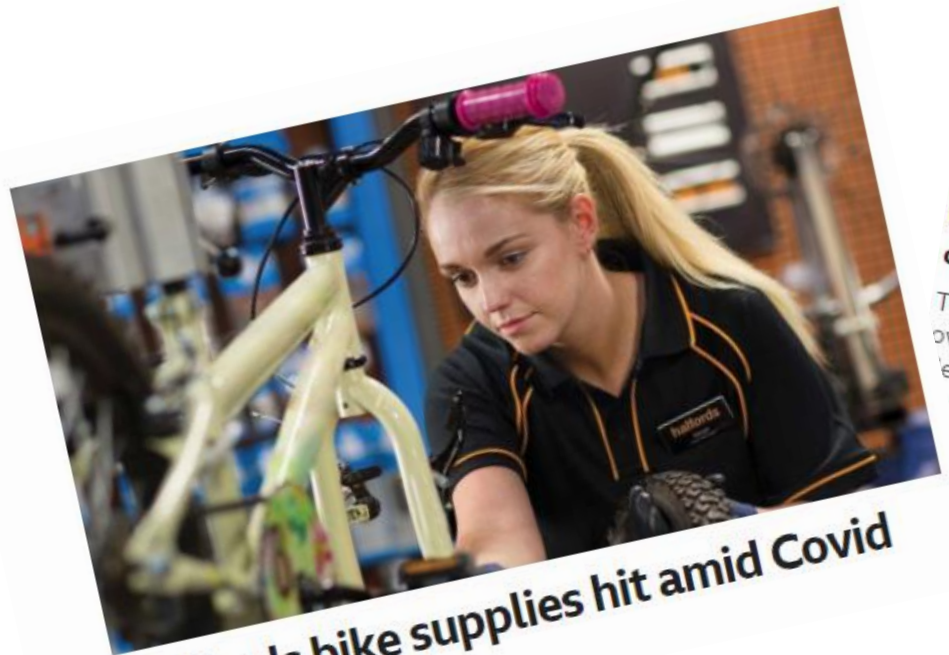
Opening balance	000	£25,000
Loan from	000	£0
Forecast		£19,000
		£19,000
		£19,000
Ra		10,000
Ge		£700
Insu		£600
Staf		£4,000
Lea	0	£1,500
Loa	£0	£1,200
Adver	£200	£200
New delive	£0	£0
New cooking	£0	£0
Fuel for van	£0	£0
Total costs	£17,000	£18,200
Net cashflow	£15,000	800
Closing Balance	£25,000	5,800

- 1) Complete the Fish & Chip shops cash flow
- 2) Identify 3 problems with the cash flow forecast
- 3) Suggest ways Steve could improve the cashflow

NET CASH FLOW: TOTAL INCOME - TOTAL COSTS

CLOSING BALANCE: NET CASH FLOW + OPENING BALANCE

OPENING BALANCE IS ALWAYS LAST MONTHS CLOSING BALANCE



Halfords bike supplies hit amid Covid disruption



Ryanair launches legal challenge over travel lists

There is anger in the travel sector over how the government has made decisions over the green list.

1h | Business



'I'll work 100-hour weeks to clear our Covid debt'

Businesses have run up an "unprecedented" amount of debt in the pandemic, say industry groups.

11h | Business



Major Australian banks hit by website outage

Customers were unable to access the websites or apps of several Australian banks amid an outage.

2h | Business

A LEVEL BUSINESS TASTER SESSION

Mrs Horsfall
Monday 21st June 2021

Edexcel A level

- Three exams at the end of two year course

- **Exam 1**
Theme 1 & 3

- **Exam 2**
Theme 2 & 4

- **Exam 3**
Synoptic
Pre-release case study
Theme 1-4

QKA & TDA

Theme 1: Marketing and people

- Meeting customer needs
- The market
- Marketing mix and strategy
- Managing people
- Entrepreneurs and leaders.

Theme 3: Business decisions and strategy

- Business objectives and strategy
- Business growth
- Decision-making techniques
- Influences on business decisions
- Assessing competitiveness
- Managing change.

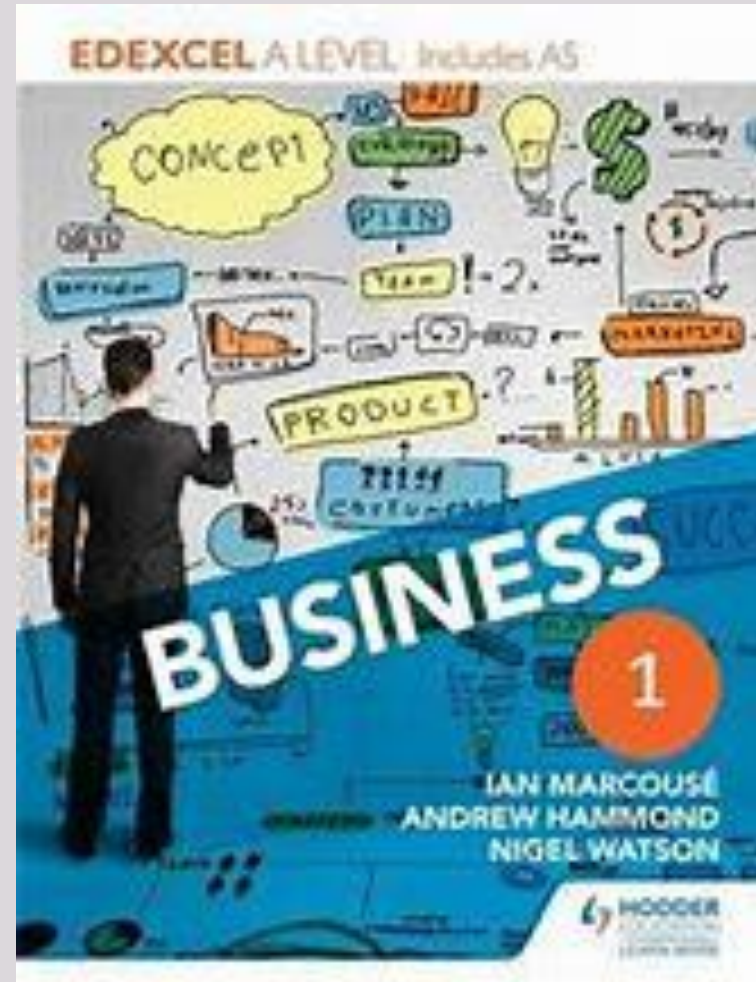
Theme 2: Managing business activities

- Raising finance
- Financial planning
- Managing finance
- Resource management
- External influences.

Theme 4: Global business

- Global markets and business expansion
- Global marketing
- Global industries and companies (multinational corporations).

Textbook



What are the 3 news stories here?

What business studies topics are covered?



Collapse of The Arcadia Group- Why did the business collapse?

Boohoo buys Dorothy Perkins, Wallis and Burton but 2,450 jobs lost

8 February



Money Markets Project Syndicate B2B Retail

Asos buys Topshop and Miss Selfridge brands for £330m

Only 300 staff will be brought over as part of deal with Arcadia, putting 2,500 jobs at risk



Cristiano Ronaldo refuses to have Coca Cola bottles in interview as he shouts 'drink water!' What is the impact of this to Coca Cola?

[Euro 2020: Cristiano Ronaldo removes Coke bottles from interview | Metro News](#)



Countless businesses affected

The Suez Canal blockage doesn't just affect the global shipping industry or the Egyptian economy - countless businesses, from domestic transport providers to retailers, supermarkets and manufacturers are also impacted.

Suez Canal

1869 waterway first opened

2015 canal expanded to include a 22 mile parallel channel

120 miles long **205** m wide

24 m deep

Source: Suez Canal Authority



[Suez Canal blocked after huge container ship wedged across it - BBC News - YouTube](#)

SUEZ CANAL REOPENS

Separately, data from Lloyd's List showed the stranded ship was holding up an estimated \$9.6bn of trade along the waterway each day. That equates to \$400m and 3.3 million tonnes of cargo an hour, or \$6.7m a minute.

The true damage and cost is difficult to evaluate until the ship is fully freed and trade resumes.

British firms told the BBC on Friday that they were still waiting to find out when goods were likely to arrive.

One UK company, Seaport Freight Services, said it had 20 containers of goods stranded on the Ever Given

"We're waiting on food goods like coconut milk and syrups, some spare parts

[The cost of the Suez Canal blockage - BBC News](#)

TASK

TDA is considering developing a new product/service for all sixth form students in an attempt to raise additional revenue.

You have 5 minutes with the person next to you to brainstorm a list of possible ideas that you think would be suitable in school. You should be prepared to *justify* your idea!

Class ideas Feedback

Task Part 2

- Select **1** idea and fill in the table/prepare a marketing mix (handout)
- Present back your ideas to the rest of the group (summary)
- Small prize for the best idea (class will vote next lesson)
- Ideas to be shared at the start of the next session

Task 2- Select **1** idea and create a Marketing Mix using the table (complete what you can 10 minutes)

Product	Price	Promotion	Place
1) Give an overview of the product 2) Will Mr Carroll authorise your idea? (appropriate for a school!) 3) Why will your idea be successful? 4) Explain the target audience- year 12 and 13. Boys and Girls?	1) Explain how much the product/service will cost? 2) Is this appropriate for the target audience? 3) Have you a pricing strategy?	2) Explain how you will promote your product/service? 2) Explain why the selected methods are appropriate for the target audience and school environment?	1) Where will the product/service be available from? 2) Consider education environment 3) How will you get the product/service to customers (distribution)

Time to vote.....

On the post it note provided write down your favourite idea taking the following into consideration:

- Which idea do you think is the best?
- Will make the most money?
- Most suitable in a school?
- Most appropriate to the target audience?
- Most likely to succeed?



