

## Unit 1.4 Making the business effective

Subject content	What you need to learn	RAG	WWW	EBI
1.4.1 The options for start-up and small businesses	<p>The concept of limited liability:</p> <ul style="list-style-type: none"> <li>• limited and unlimited liability</li> <li>• the implications for the business owner(s) of limited and unlimited liability.</li> </ul> <p>The types of business ownership for start-ups:</p> <ul style="list-style-type: none"> <li>• sole trader, partnership, private limited company</li> <li>• the advantages and disadvantages of each type of business ownership. The option of starting up and running a franchise operation:</li> </ul>			
1.4.2 Business location	<p>Factors influencing business location:</p> <ul style="list-style-type: none"> <li>• proximity to: market, labour, materials and competitors</li> <li>• nature of the business activity</li> <li>• the impact of the internet on location decisions: e-commerce and/or fixed premises.</li> </ul>			
1.4.3 The marketing mix	<p>What the marketing mix is and the importance of each element:</p> <ul style="list-style-type: none"> <li>• price, product, promotion, place. How the elements of the marketing mix work together:</li> <li>• balancing the marketing mix based on the competitive environment</li> </ul>			
1.4.4 Business plans	<p>The role and importance of a business plan:</p> <ul style="list-style-type: none"> <li>• to identify: the business idea; business aims and objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix. The purpose of planning business activity:</li> <li>• the role and importance of a business plan in minimising risk and obtaining</li> </ul>			
Test Score	<p>What progress have I made? How do I know this?</p>	WWW, EBI:		