

Unit 2 Business and customer awareness

1 Be able to research local businesses and identify how they differ in purpose and customer base.

1.1 Collect information about 3 different local businesses, including one national business, from a given list of business types

The information can include print screen of the home page, print screen showing example of skills need to do a job there, print screen showing number of employees or type of business which could be on the about us page.

1.2 In a report a description what each business is about, showing:

- what it does
- how it is owned
- the type of people it employs and the skills needed to work there
- the type of customer it has

Report Layout

To:

From:

Subject: Information on three types of businesses in my locality including one that is a NATIONAL organisation.

Date: 18th March 2020

Introduction:

Say what you are going to cover in the report

Findings:

Business 1

Find what sector it is in – Public Sector, Private Sector, Not for Profit Sector

What type of business is it? Sole trader, Partnership, Private limited company, Public limited company, Franchise

What size business is it?

Size of Business	Number of employees
Microbusiness	Up to 9 employees
Small business	10-49 employees
Medium Enterprise	50-249 employees
Large Enterprise	250+ employees

Does the business provide a service and or a product? Give examples of what they do
Is the business local, national, international, global?

Local	A company which provides goods or services to a local population
National	A type of business that has a business and customer base across a nation
International	International business is defined as commercial transactions that occur across country borders.
Global	A company doing business across the world.

What skills would a person need to have to work there?

Business 2

Repeat as above

Business 3

Repeat as above

Conclusion

Bibliography

List where you obtain the information from

1.3 Present their findings, including their sourced material, in a clear and appropriate way
This will be done in the bibliography

2 Understand the relationship between qualities and business and how this changes depending on the nature of business

2.1 Describe the types of qualities that employers expect in their staff giving a reason why it is important to have staff with the right qualities
This can be achieved by looking at different job and what qualities the employer is looking for, describing the quality and why having that quality will make you good at the job.

Qualities employers expect	Description	Why to have the right qualities

2.2 Describe how the different types of business and organisations may require different qualities depending on their purpose and customers
 Look you a couple of jobs in varying businesses and state what qualities a person will need to work in that business. This needs to be done for three different types of business.

Describe the type of customers they will have ie age range and social grade

Social grade	Description
AB	Higher & intermediate managerial, administrative, professional occupations
C1	Supervisory, clerical & junior managerial, administrative, professional occupations
C2	Skilled manual occupations
DE	Semi-skilled & unskilled manual occupations, Unemployed and lowest grade occupations