

Edexcel GCSE Business Studies Unit 1 – Building a Business Topic Tracker

Topic	Studied in Class	Revised
1.1 Spotting a Business Opportunity		
Businesses		
Understanding customer needs		
Market mapping		
Competition		
Added value		
Franchising		
1.2 Showing Enterprise		
What is enterprise?		
Thinking creatively		
Questions to be asked		
Invention and innovation		
Taking a calculated risk		
Important enterprise skills		
1.3 Putting a Business Idea into Practice		
Objectives when starting up		
The qualities shown by entrepreneurs		
Estimating costs, revenues and profits		
Forecasting cash flows		
The business plan		
Obtaining finance		
1.4 Making the Start-Up Effective		
Customer focus and the marketing mix		
The importance of limited liability		
Start-up legal and tax issues		
Customer satisfaction		
Recruiting, training and motivating staff		
1.5 The Economic Context		
Demand and supply		
The impact of interest rates		
The impact of exchange rates		
The impact of the business cycle		
Business decisions and stakeholders		