

Edexcel GCSE Business Studies Unit 3 – Building a Business Topic Tracker

Topic	Studied in Class	Revised
3.1 Marketing		
Marketing		
Market Research		
Product Trial & Repeat Purchase		
Product Life Cycle		
Boston Matrix		
Branding & Differentiation		
Building a Successful Marketing Mix		
3.2 Meeting Customer Needs		
Design & Research Development		
Managing Stock & Quality		
Cost-effective Operations and Competitiveness		
Effective Customer Service		
Meeting Consumer Protection Laws		
3.3 Effective Financial Management		
Improving Cash Flow		
Improving Profit		
Break Even		
Financing Growth		
3.4 Effective People Management		
Organisational Structure		
Motivation Theory		
Communication		
Remuneration		
3.5 The Wider World Affecting Business		
Ethics in Business		
Environmental Issues		
Economic issues affecting international trade		
The impact of government and the EU		