

BTEC LEVEL 3 DIPLOMA IN BUSINESS



Stamford
College

SUMMER PROJECT



YOUR TASKS

01

Create your folder and documents

Using iCloud, google drive or your laptop/PC storage, create a folder entitled 'BTEC Level 3 Business Summer Project - **First Name, Last Name**'. Put your own first and last name in the file name.

For example 'BTEC Level 3 Business Summer Project - Sam Smith'.

You will need access to a word processor and presentation software- Google has both of these if you don't have access to Microsoft Office.

02

Complete the 2 tasks

The tasks are on the following pages. Complete the word document and presentation to the best of your abilities. Remember to check spelling and grammar before you submit. How you present this work will be your own choice.

03

Email the folder to college

Once complete, email the folder to **gary.munson-pike@ieg.ac.uk**. We will confirm receipt and put this folder in the summer project file. You will need to have done this **BEFORE** you attend enrolment. If you attend but have not done the summer project we will **NOT** be able to enrol you, and you may find you have to wait for a place to come up once you have completed the summer project.

04

Attend your enrolment slot

Don't forget to bring your exam results transcript as this will need to be photocopied for our records. We will then give you your timetable and get you set up to start the induction.

ACTIVITY 1 – FINANCE

The Importance of Financial Planning for Business Success

You are required to complete a **written assignment of 600–800 words in response to the task below**. This will help you explore key finance concepts and practice extended writing before these are fully covered in lessons. **Use the guiding questions under each section to help structure your ideas.**

1. Explain what financial planning is and why it is important for businesses.

Pointers to support you:

- What do you think a business needs to plan for financially?
- Why would a business need to know its costs and income in advance?
- What risks might a business face if it doesn't plan its finances?

2. Discuss the key components of a financial plan. This could include:

- Cash flow forecasting
- Budgeting
- Break-even analysis
- Profit and loss accounts

Pointers to support you:

- What is cash flow? Why is it important to track money coming in and going out?
- What does a budget help a business do?
- What does break-even mean? Why would a business want to know when it breaks even?
- What is the purpose of a profit and loss account?

(Tip: Try to write 1 short paragraph about each component.)



ACTIVITY 1 CONTINUED

3. Analyse the potential consequences of poor financial planning for a business.

Pointers to support you:

- What happens if a business runs out of cash unexpectedly?
- Could poor planning affect staff, stock, or customer service?
- What impact could poor planning have on a business's reputation or survival?

4. Include a conclusion that evaluates the importance of financial planning in both start-up and established businesses

Pointers to support you:

- Do new businesses need financial planning more than established ones?
- How might the needs differ between a small business and a large business?
- What's your final opinion: is financial planning essential? Why?

Success Criteria:

- Show understanding of financial planning in your own words
- Use correct business and finance terms
- Link your points to real-world business situations
- Present your writing in clear paragraphs with an introduction and conclusion
- Check spelling, punctuation, and grammar



ACTIVITY 2 - MARKETING

To show how effective **branding** is, see if you can recognise the 5 brands below just from their colour scheme, logo or slogan. Once identified, **explain what characteristics you associate with the brand** when you see it. For example, you might associate Audi with being luxurious, expensive, fast, and stylish.



The brand:

Characteristics you associate with the brand:



The brand:

Characteristics you associate with the brand:



The brand:

Characteristics you associate with the brand:



The brand:

Characteristics you associate with the brand:

Every little helps

The brand:

Characteristics you associate with the brand:



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ACTIVITY 2 - MARKETING

Look at the **5 brands below and rank them** in your values system with justification of their position.



Rank out of 6:

Why did you rank this brand in this position in your values system?



Rank out of 6:

Why did you rank this brand in this position in your values system?



Rank out of 6:

Why did you rank this brand in this position in your values system?



Rank out of 6:

Why did you rank this brand in this position in your values system?



Rank out of 6:

Why did you rank this brand in this position in your values system?



Rank out of 6:

Why did you rank this brand in this position in your values system?



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