

GCSE Business Studies

A292 Business and People



Name:

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Section A – The need for business activity

The majority of businesses exist to make a profit by providing things that people need and want. We all need food, drink, clothing and shelter to survive and there are businesses in place to provide us with these items. There are also products, which we may want to own but don't necessarily need them to survive. List some brand names of products below that you use regularly, and state whether they are a need or a want.

Need

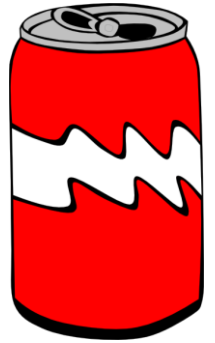


Want

Sample

Section A – The need for business activity

Some businesses exist to produce the goods and others to sell them. For example Coca-Cola manufacture soft drinks and Tesco sell them in their supermarkets.



Why do you think Coca-Cola don't sell their own products direct to customers?

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Tesco may also produce their own brand drinks to compete against Coca-Cola in their supermarkets, why do they do this?

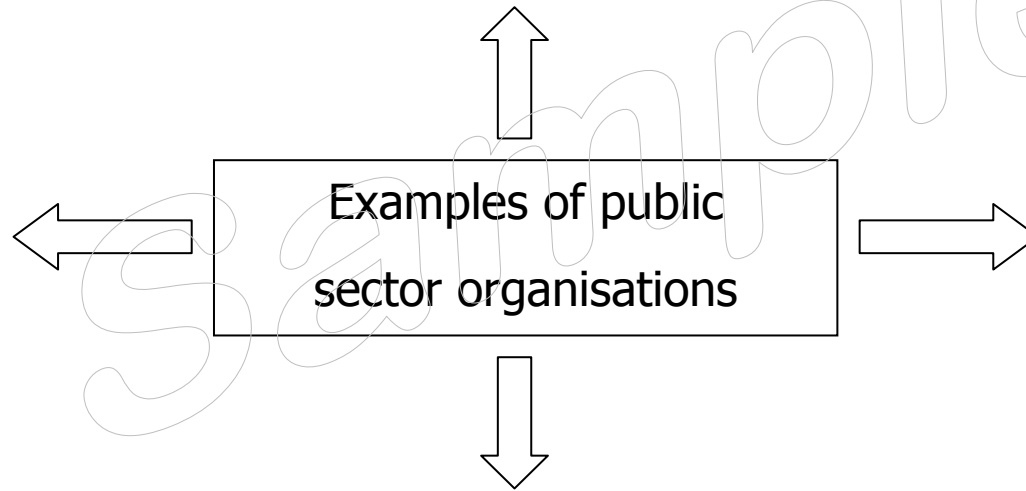
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Section A – The need for business activity

Some organisations also exist to provide a service to the general public and making a profit is not their main objective. These are often based within the public sector, which basically means they are owned and run by the government. An example of this type of organisation could be the National Health Service, can you name any others?



Extension: The government are cutting the amount of funding to a lot of public sector organisations, why is this?

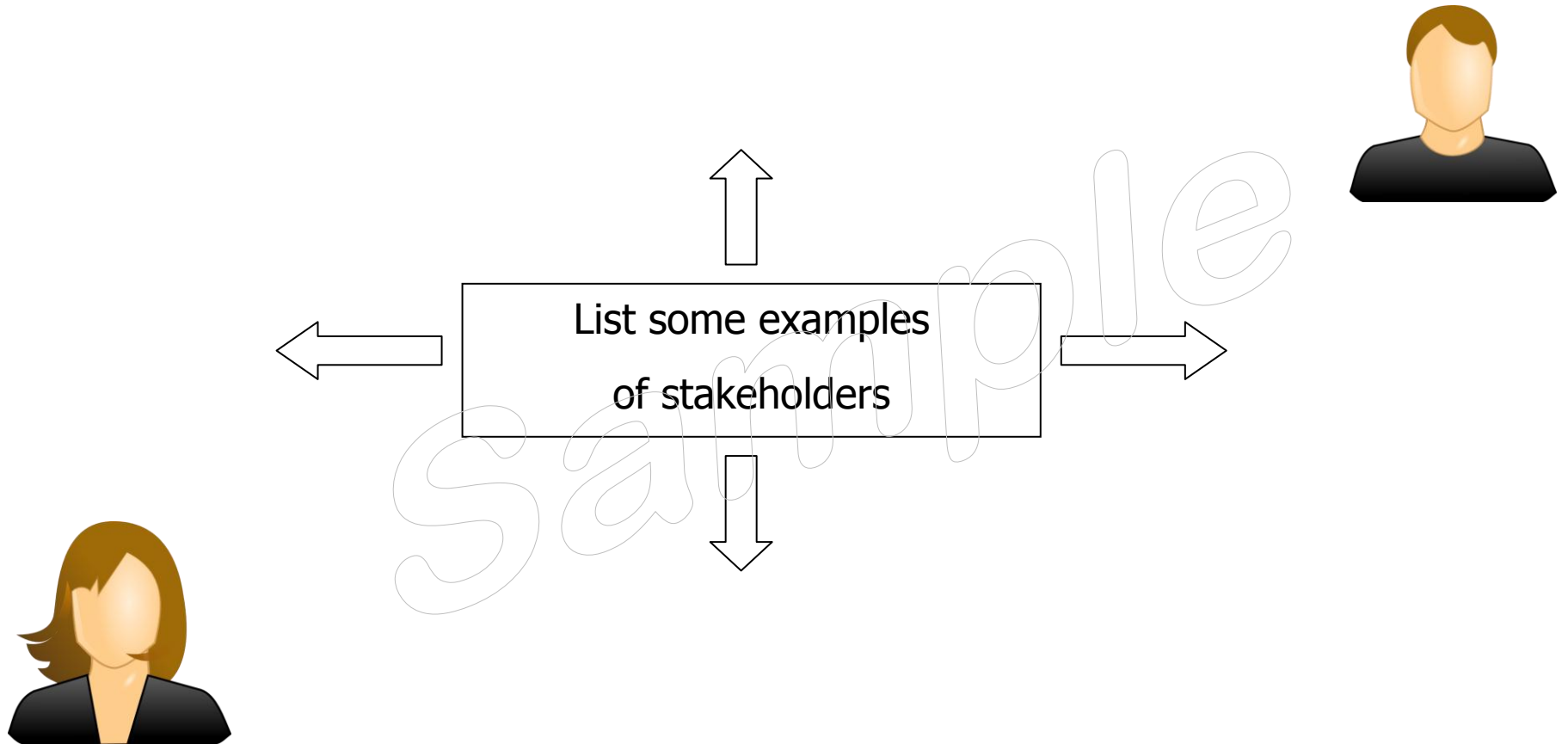
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Section A – The need for business activity

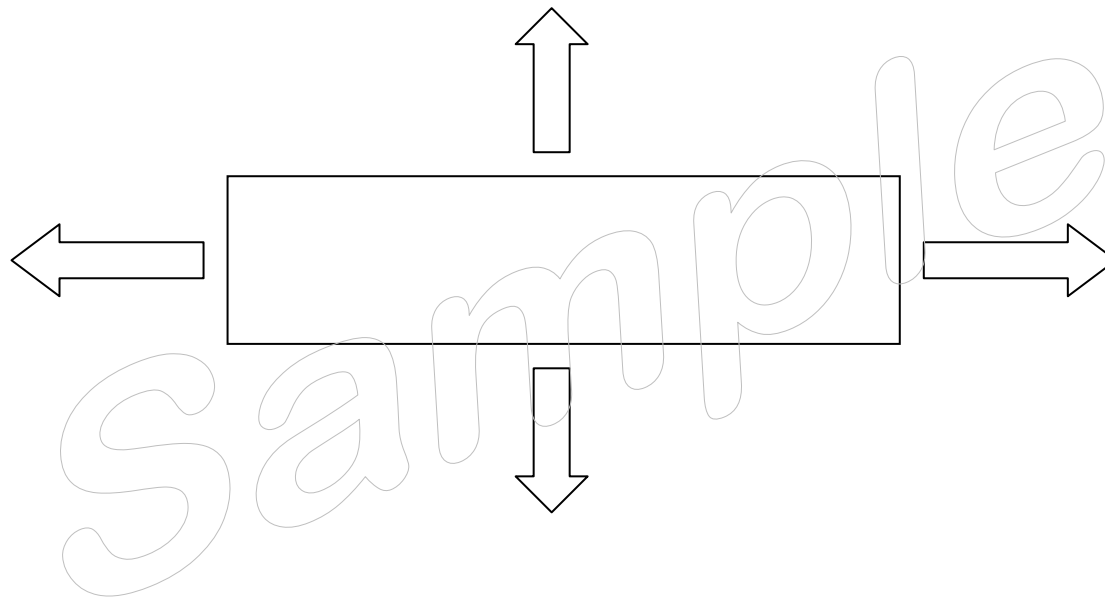
What is meant by a stakeholder?



Extension: Extend your diagram to explain why each stakeholder may be interested in the business.

Section A – The need for business activity

Select a business of your choice and list their stakeholders.



Extension: Extend your diagram to explain which stakeholder will have the most and least affect on the business.

Section A – The need for business activity

Explain if it is always easy to please all of an organisation's stakeholders all of the time?



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How might the stakeholders influence the objectives of a business?

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Section A – The need for business activity

Recently many Premier League football clubs are renaming their stadiums to get more revenue from sponsorship. How might this cause conflict between some stakeholders?

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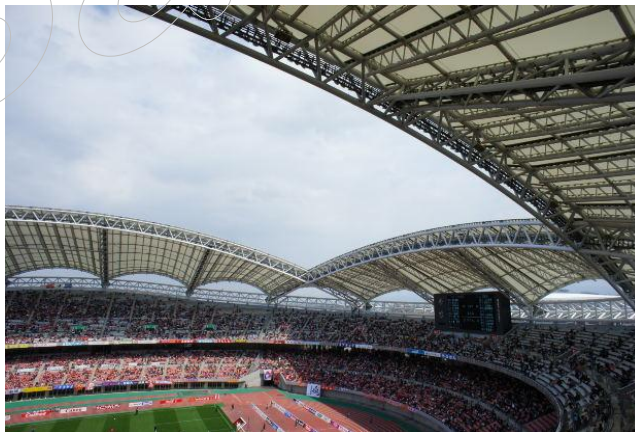
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sample



Section A – The need for business activity

Select a business you feel meets most of their stakeholder's objectives and analyse how doing this can impact on their business.

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Sample

