GCSE: ASK Yourself!

Subject: Business Unit: 1 - 1.2 Spotting a Business Opportunity

Unit: 1 - 1.2 Spot	Launching	Developing	Progressing	Mastering
	1-2	3-4	5-6	7-9
S kills				
Application	I need to be able	I can use at least	I can confidently	I can expertly use
	to use business	one business	use a business	a business example in work.
Analyzia	examples in work. I need to be able	example in work. I can partially	example in work. I can confidently	I can expertly
Analysis	to analyse my work	analyse my work	analyse my work	analyse my work
	using a business	using a business	using a business	using a business
	example.	example.	example.	example.
Evaluation	I need to be able	I can partially	I can confidently	I can expertly
	to make a	evaluate my work	evaluate my work	evaluate my work
	reasoned judgement based	by making a limited	by making judgements	by making fully supported
	on my analysis.	judgement based	based on my	judgements based
		on my analysis.	analysis.	on my analysis.
nowledge				
Customer needs	I can identify and	I can explain	I can analyse	I can confidently
	understand	what different	what the	analyse what the
	customer needs.	customer needs	different	different
		are.	customer needs	customer needs
AA 1 . 1	T con identify the	T con overlain the	are.	are. I can discuss what
Market research	I can identify the different methods	I can explain the different	I can analyse which methods	methods of
	of market	methods of	of market	market research
	research.	market research.	research are	are most
			most	appropriate.
			appropriate.	
Market	I understand what	I can explain the	I can analyse the	I can discuss the
Segmentation	market	different ways	most appropriate	different ways a business can
	segmentation is.	to segment a market.	ways to segment a market.	segment a market.
The competitive	I understand what	I can explain the	I can explain the	I can explain the
environment	the competitive	strengths and	strengths and	strengths and
EUVITOUIIIEUU	environment is.	weaknesses of	weaknesses of	weaknesses of
		competitors.	competitors and	competitors and
			analyse the	discuss the impact
			impact on	on businesses.
			businesses.	