## **GCSE:** ASK Yourself!

Subject: Business Unit: Subway competition

S kills Teamwork I ne to w	ed to be able ork as a team inish the	Developing 3-4  With help I can work as part of a	Progressing 5-6  I can operate in	Mastering 7-9  I can
Teamwork I nee	ed to be able ork as a team inish the	With help I can	I can operate in	
Teamwork I nee	ork as a team inish the	•	•	Tican
Teamwork I nee	ork as a team inish the	•	•	Tican
Teamwork I nee	ork as a team inish the	•	•	Tican
to w	ork as a team inish the	•	•	T can
	inish the	work as part of a	1.00	
		<b>4</b>	different roles	successfully
		team.	as part of a	contribute to,
com	petition.		team.	and/or lead, a
				team.
nowledge				
Target Market Ine	ed to know	I know what a	I confidently	I understand and
what	t a target	target market is	know what a	can evaluate the
mark	ket is and	and have	target market is	reasons why
	h group my	recommended	and can explain	Subway target
	way is	who my Subway	clearly who my	certain markets.
targ	eted at.	should be	Subway should be	
		targeted at.	targeted at.	
Ornque Genning	ed to know	I know what the	I confidently	I understand and
Point (USP) what	t a USP is.	USP is for my	explain what the	can apply my
		sub.	USP of my sub is,	knowledge of
				what a USP is for
	1.1.1.	T1. 1 ·	T (: 1 - 1)	my sub.
marketing rian	ed to know	I know what a	I confidently	I understand and
	t a Marketing is and	Marketing Plan is	know what a	can evaluate the
		and have	Marketing Plan is and have	different parts
	plete one for	completed one.	completed a	of a Marketing Plan.
my s	oub.		detailed one.	riun.
Mankatina T no	ed to know	I know what	I confidently	I fully understand
Markering	t Marketing	Marketing	know what	and can evaluate
Communications	munications	Communications	Marketing	the reasons why I
	and choose	are and have	Communications	have chosen the
	opriate ones	chosen some to	are and have	range of
	my Sub.	promote my Sub.	chosen a range to	Marketing
		,,	promote my Sub.	Communications.