**AS Applied Business (Single Option)**

**Preparation Work**

Welcome to the ‘A’ Level Applied Business course!

In order to help you prepare for your lessons in September, we would like you to start researching and revising some of the topics that will form part of your first unit of coursework.

The ‘Investigating Business’ coursework unit requires students to think of an idea for a new business that could be set up in Reading. Students are expected to develop a detailed business plan which could be shown to a bank/investor in order to gain funds for the business. To prepare for this unit, we would like you to complete the following tasks in time for your **first lesson in September:**

**The Business Idea**

* Create a spider-diagram to show all the ideas you have for a business that you could set up in Reading.
* Choose your top **three** ideas and explain that advantages and disadvantages of setting up these businesses.
* Write a paragraph to explain which idea you have decided to pursue and why you think it has a greater chance of success than the ideas you have dismissed.

**The Legal Form**

Those of you who have studied Business Studies at GCSE or BTEC level will be familiar with the different legal forms of business. The following tasks afford you the opportunity to revise these forms, while those of you who are new to Business Studies have the chance to research them:

* Describe the following legal forms (Who owns them? Who makes the decisions? Where does the money come from to fund the business? Who gets to keep the profits?):
  + Sole Trader
  + Partnership
  + Private Limited Company
  + Public Limited Company
* Analyse the advantages and disadvantages of each of the above legal forms. Where possible try to **apply** this to your chosen business. In other words, what might be the advantages and disadvantages to you and your type of business of each legal form?
* Write a paragraph explaining which of the legal forms you think is most appropriate for your new business. Explain why you discarded the other legal forms.

If you have any questions about this preparation work, please contact a member of the Business Team via email:

Miss K Norrington [knorrington@littleheath.w-berks.sch.uk](mailto:knorrington@littleheath.w-berks.sch.uk)

Mr T Jessop [tjessop@littleheath.w-berks.sch.uk](mailto:tjessop@littleheath.w-berks.sch.uk)