**CONNECTIVES**

…**this will mean…  
 …as a result…  
 …because…  
 …this is likely to lead to…  
 …although this will depend on…**

* **…caused…**
* **…This could directly impact …**
* **…due to the fact that…**
* **…Therefore…**
* **…The impact this will have is…**

**SENTENCE STARTERS**

* **In conclusion I recommend**
* **Overall… I think the best option…**
* **On the whole I think…**
* **To conclude I would suggest that ….**
* **Having reviewed all the evidence, I think…**
* **This will only be effective if...**

**GCSE BUSINESS STUDIES – LITERACY MAT**

**..Like this…**

**You need to explain this further**

**DO NOT DO THIS**

**Do THIS**

**EXPLAIN** one benefit of Susie having a business plan (3m)

The first benefit is that if she has a business plan, it can help with getting a loan from the bank. **(Level 1)**

The first benefit is that if she has a business plan, it can help with getting a loan from the bank. **(Level 1).** By looking at her cash flow forecast, it allows them to see if her jewellery business will be able to pay the loan. **(Level 2)**

**EVALUATE:** *Jenny is unsure where the best place would be to locate her café. She is considering two locations. (a) the village where she lives (b) the shopping centre in the town near where she goes to school****.*** *Advise jenny which is likely to be the best option. Give reasons for your advic*e.

The first option Jenny has is to locate her café in the village. This is a good idea because it will cost less to buy/rent and run here. This will mean that she will be able to make more profit at the end of each year. Another advantage is Jenny won’t have as many competitors in the village compared to the shopping centre. As a result of this she should see an increase in sales which will also improve her chances of making a good profit. A disadvantage is when the tourist season is over, the café’s sales will drop which is likely lead to a loss in profits. Therefore Jenny will then have to rely on the local community to make sales.

If Jenny sets up in the shopping centre, she has access to more customers all year round. This is likely to lead to more sales which will allow her make more of a profit although this will depend on how she competes with other shops in the centre. The disadvantages are Jenny will have to pay more on rent as it is more expensive to set up here. Another additional cost she would have to think about is travel because she will need to travel to get to work. As a result of this, her total costs will rise which will impact on her profits.

In conclusion, I recommend that Jenny should set up her café in the village. I think the most important reason for my answer is it is less expensive for her to set up and run which should make it easier for her to achieve success. She will not have to travel that far and as she is in a tourist area, this should give her a good chance of generating a high level of sales. Furthermore, I think she should set up in the village because Jenny will not have as many competitors so this will mean that it is easier for her to compete and give herself a good chance at making high profits.

**BUSINESS STUDIES FREQUENTLY MISSPELT WORDS**

Business Liability Questionnaire

Competition Effective Experience

Profit Supplier Opportunity

Recommend Unique Necessary

Lose Financial Quantitative

Entrepreneur Production Qualitative

Organisation Innovation Employee

Franchise Objective Financial

Employer Tertiary Variable

Dividend Government Benefit

Revenue Resources Leasing

**STATE/LIST** two advantages of operating as a sole trader **(2m)**

As a sole trader you get to keep all the profits yourself as you are the only one who owns the business. You also get to make the decisions without having to consult anyone as you do not have a partner.

1. You get to keep all the profits. (1m)
2. You get to make all the decisions yourself. (1m)