Walton Baccalaureate in Business Studies - Y9 criteria

1. Come up with an idea for a business that you would like to set up. Create a business plan (a word document) for this business including:
2. Business idea – product/service being sold
3. Aims and objectives
4. Target market
5. Forecasted revenue, costs and profit
6. Cash flow forecast
7. Sources of finance
8. Location
9. Marketing mix
10. Carry out market research on a business on your choice. This should include an interview a business owner, carrying out an observation or doing a customer questionnaire.
11. Read a business related news article and write a summary of this.
12. Create an advertising campaign for a business or product of your choice.