



General Certificate of Secondary Education  
Specimen Paper

**Business Subjects and Economics**      **4130/03**

**Unit 3 Investigating Businesses**

**Controlled Assessment**

To be opened and issued to candidates on XXXX.

**4130/03**

---

## Controlled Assessment

### Scenario

Your local Chamber of Commerce has offered a prize of £3000 for the best business start-up idea.

To win the prize you need to present your ideas for setting up the business which must provide a **service** that meets a **local** need.

### Research and Planning

You will need to:

- conduct research to identify the service and the market;
- develop a unique selling point;
- identify the location of your business;
- identify the materials and equipment the business will need;
- calculate the minimum price you will need to charge to cover the costs of the business;
- estimate the sales and profit for the business.

### Final presentation

Your presentation must be produced under controlled conditions. You will have up to **three** hours to complete this work. This can be split over a number of sessions supervised by your teacher.

Your presentation should contain:

- the name of the business and the service you will be offering;
- the results of your market research and how your service will meet a local need;
- the unique selling point of the business;
- the expected income, expenditure and profit;
- a conclusion explaining why your business idea deserves the prize.

You may use PowerPoint but this should only be a **small part** of the presentation.