



General Certificate of Secondary Education  
Specimen Paper

# **Business Subjects and      4130/14 Economics**

**Unit 14 Investigating Small Businesses**

## **Controlled Assessment**

To be opened and issued to candidates on XXXX.

**4130/14**

## 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 materials and equipment the business will need
- calculate the minimum price you will need to charge to cover the costs of 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 price you will charge for the service
- 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.