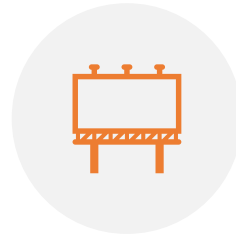


GCSE Business Studies





BUSINESS
ACTIVITY



MARKETING



PEOPLE



OPERATIONS



FINANCE



INFLUENCES
ON BUSINESS



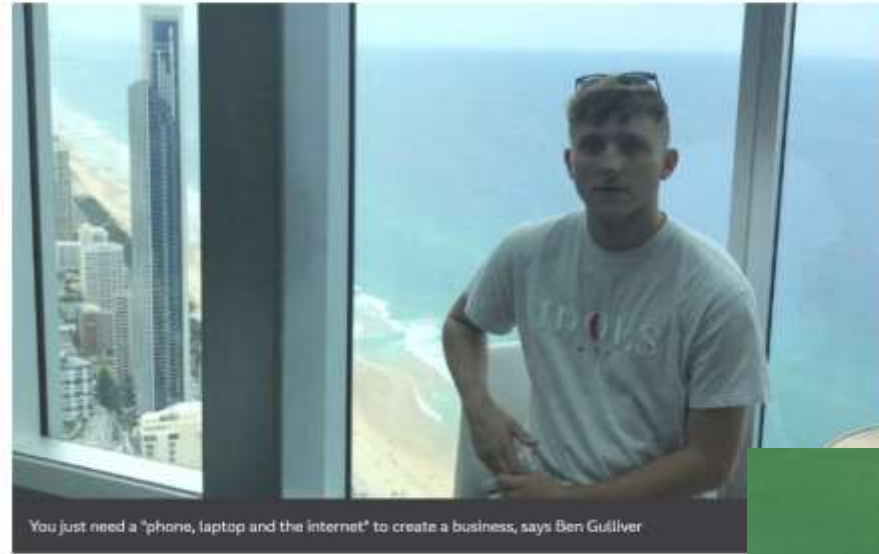


**BUSINESS
ACTIVITY**



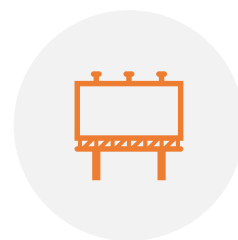
Lockdown entrepreneur Ben Gulliver urges others 'never give up'

1 day ago



A 20-year-old entrepreneur who has made up to £12,000 a day during the pandemic has urged people not to give up on something they are passionate





MARKETING

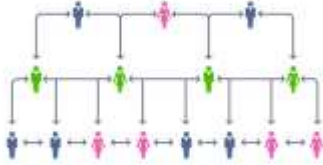


The 5 Types of Organizational Structures

1. HIERARCHICAL ORGANIZATIONS



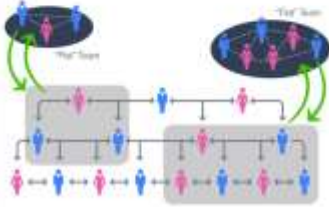
2. FLATTER ORGANIZATIONS



3. FLAT ORGANIZATIONS



4. FLATBORO-HIES



5. HOLACRATIC ORGANIZATION



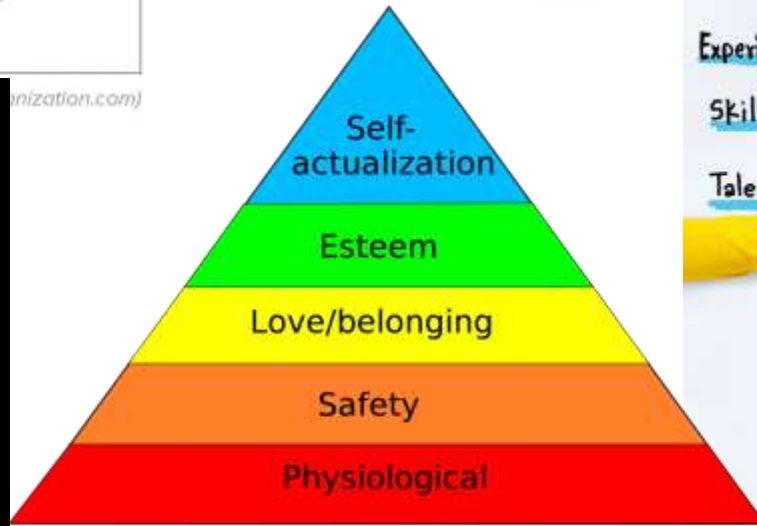
PEOPLE

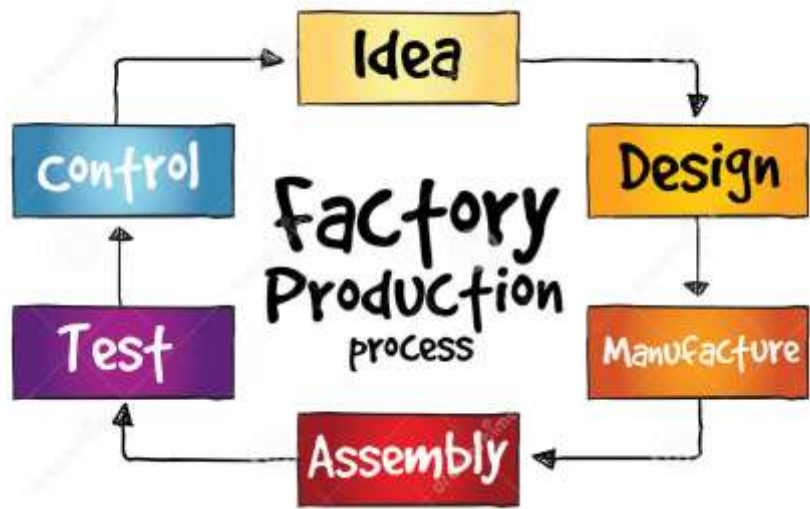


The only way to do great work is to love what you do.

-Steve Jobs

(organization.com)





15 STEPS TO COFFEE FROM BEAN TO CUP

- 1 PLANTING THE SEED**
A few green coffee beans are kept to be used as seeds for the next crop of coffee trees.
- 2 HARVESTING AND PICKING**
On larger, faster farms coffee cherries can be harvested by machines. In other parts of the world, they are still hand-picked.
- 3 SORTING AND SELECTING**
First step: removing debris, stems, twigs. Second step: berries are thrown into a water tank to remove unripe ones which float at the surface.
- 4 PULPING THE CHERRIES**
Getting rid of the skin and the pulped fruit (mucilage) that surrounds the beans.
- 5 FERMENTING**
Breaks down the sugars in the mucilage to produce acids that are responsible for the depth and complexity of the coffee.
- 6 DRYING**
Coffee beans need to be dried until moisture content is around 9-13%.
- 7 STORING**
In this stage, coffee can be stored for several months or years depending on the temperature and humidity.
- 8 MILLING**
All other layers still surrounding the beans are being removed. The two steps in the milling process are hulling and polishing.
- 9 GRADING / CUPPING**
Professional coffee graders classify the coffee bean quality by their "primary and secondary defects".
- 10 DISTRIBUTING**
Coffee is being shipped to where it's needed. Direct trade and fair trade to support farmers and consumers.
- 11 ROASTING**
Green coffee beans heated up to over 400F. The duration of the roast will result in different characteristics and flavors.
- 12 PACKAGING**
To protect the beans from air and moisture and to stay fresh for weeks the packaging should be sealed well.
- 13 GRINDING**
Ground coffee goes stale within hours so coffee beans should be ground right before brewing.
- 14 BREWING**
Brew temperature, grind size, and the right coffee to water ratio are key factors to the perfect cup of coffee.
- 15 DRINKING**
The next time you're enjoying your coffee, cold brew, or cortado, spare a thought for the amount of hard work that went into getting it to you.

Coffeeble
Get Smart About Coffee

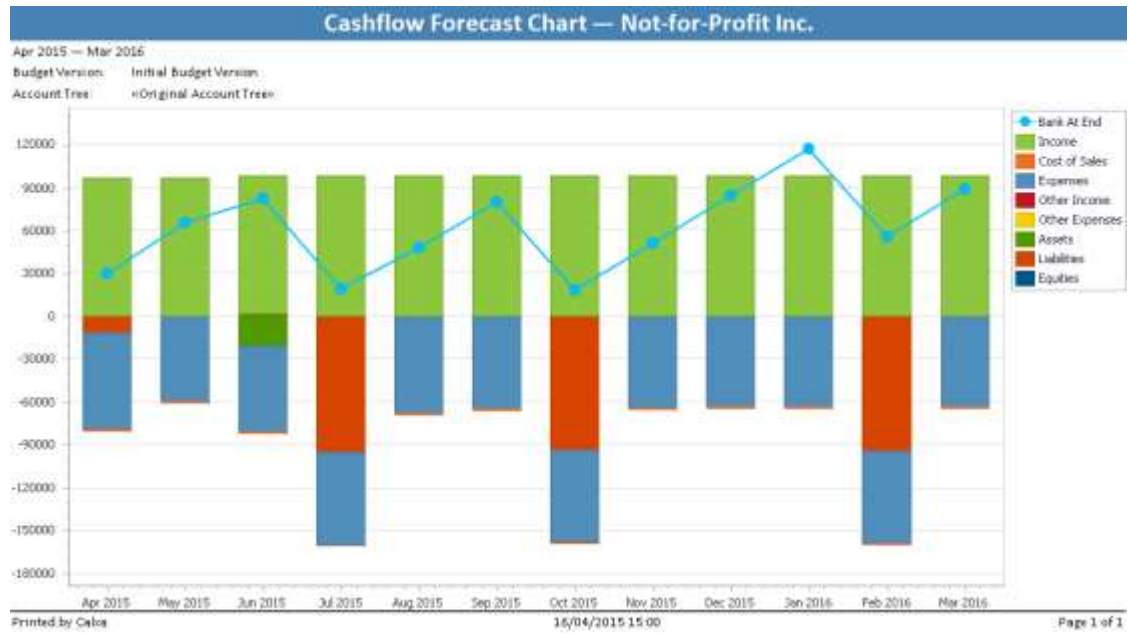


OPERATIONS

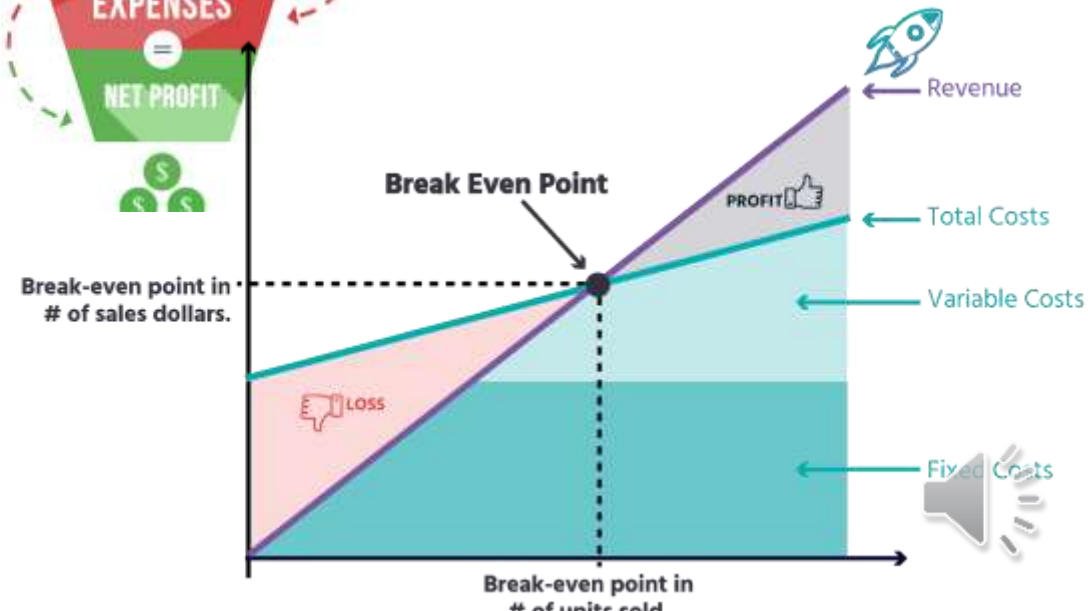


SUPPLIER



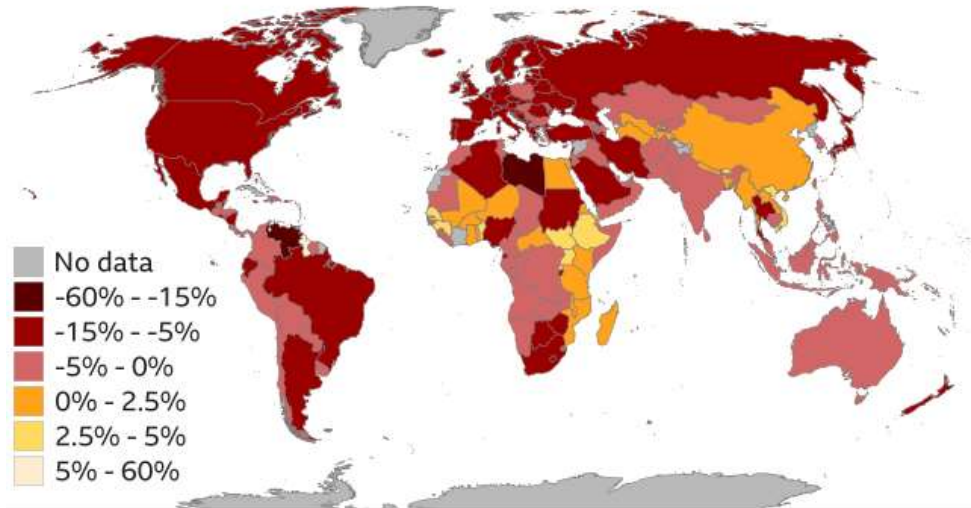


FINANCE



Majority of countries on the brink of recession

Real GDP growth, Q1 2020



Source: International Monetary Fund



UK high street left reeling as Debenhams goes into liquidation

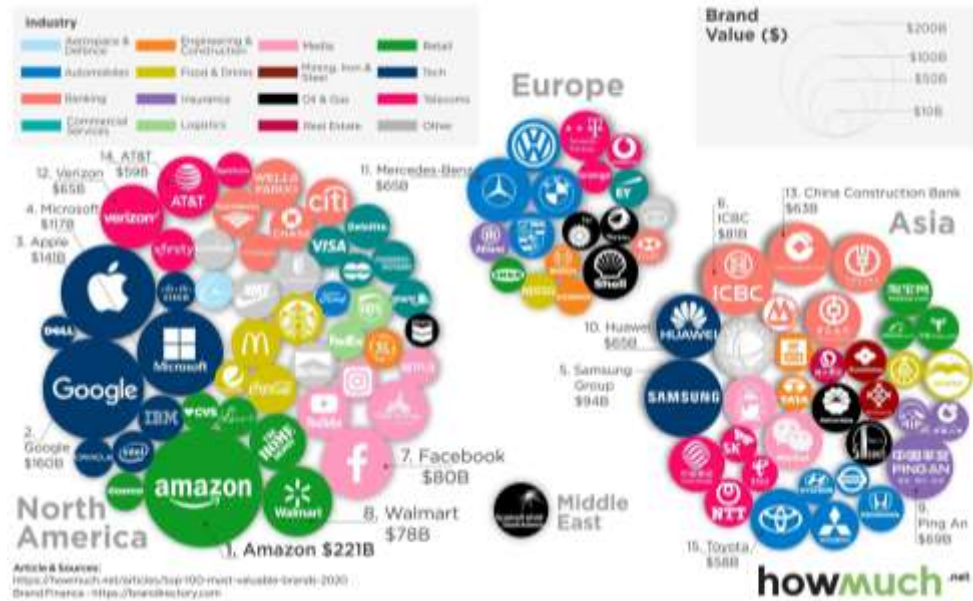
Chain's collapse a day after Arcadia puts total of 25,000 jobs at risk heaping pressure on troubled rivals as fire sale looms

- Chain 'never recovered from private equity ownership'
- The rise and fall of a British retail institution
- Topshop owner Arcadia Group collapses into administration



The Top 100 Most Valuable Brands in 2020

Companies by Brand Valuation Around the World



INFLUENCES ON BUSINESS



Assessment

- The GCSE is assessed through two external exams
- Each exam is worth 50%
 - Multiple choice questions
 - Short answer questions
 - Extended-writing questions based on a business context/case study





Business **Employment** **Entrepreneur** **Profit** **Government** **Stakeholders** **Resources** **Finance** **Risk** **Success** **Turnover** **Ethics** **Loss** **Development** **Research** **Competitors** **Technology** **Production** **Operations** **Demand** **Supply** **Tax** **Legislation** **Trade** **Location** **Price**

