

BTEC Business Level 2 Transition Work 2026

Preparation for BTEC Business / Enterprise

Complete the tasks before September and bring your work to your first lesson.

Success criteria:

- Write in full sentences.
- Use business key words.
- Give examples of real businesses.
- Show research clearly.
- Present work neatly in one folder or document.

Key words to learn:

enterprise, entrepreneur, customer, competitor, target market, market research, product, price, place, promotion, revenue, costs, profit, cash flow, risk

Time: Complete over the summer

READ

Task 1: What is enterprise?

Read the GCSE page and answer the questions below.

External link: [Tutor2u: What is Enterprise?](#)

Answer:

- What does enterprise mean?
- What is an entrepreneur?
- Explain why risk is important in business.
- Name one entrepreneur you know and explain one skill they need.

Challenge: Write one PEEL paragraph explaining why initiative helps a new business succeed.

Time: 30 minutes

WATCH

Task 2: Watch and make notes

Watch the short GCSE Business video on enterprise and entrepreneurship.

External link: [YouTube: Enterprise and Entrepreneurship in 11 minutes](#)

Create a mind map showing:

- why people start a business
- risks of starting a business
- rewards of starting a business
- skills and qualities of entrepreneurs
- one real business example

Add at least 8 key words around the outside of your mind map.

Time: 45 minutes

RESEARCH

Task 3: Research a small business

Choose one local business or small online business. It could be a cafe, hairdresser, bakery, clothing brand or food truck.

Create a fact file with:

- business name and location
- products or services sold
- target customers
- main competitors
- prices or deals
- how it promotes itself
- two strengths and one risk

Useful research places: business website, Google Maps reviews, Instagram, shop window, menu or price list.

Time: 45 minutes

READ

Task 4: Market research

Read the GCSE market research page.

External link: [Tutor2u: Introduction to Market Research](#)

Create a questionnaire for a new school snack/drink business. Include:

- 3 closed questions
- 2 open questions
- 1 rating scale question
- 2 questions about price
- 1 question about where customers would buy it

Challenge: Explain why market research helps a business reduce risk.

Time: 45 minutes

READ

Task 5: The marketing mix

Read about the 4Ps: product, price, place and promotion.

External link: [Tutor2u: Marketing Mix - Basic 4Ps](#)

Choose one business such as Nike, Apple, Primark, Costa, McDonald's or a local business. Create a 4Ps table:

- Product: what does it sell?
- Price: cheap, mid-range or premium?
- Place: where can customers buy it?
- Promotion: how does it advertise?
- Conclusion: which P is most important and why?

Time: 45 minutes

CALCULATE

Task 6: Simple business finance

Read about cash flow and why money coming in and going out matters.

External link: [Tutor2u: Cash Flow Forecast GCSE](#)

Complete this mini finance task:

- A student sells 60 sweet cones at £1.50 each.
- Stock costs £35.
- Packaging costs £10.
- Poster printing costs £5.
- Calculate total revenue, total costs and profit.
- Explain one way the student could increase profit.

Formula: profit = revenue - total costs

Time: 30 minutes

COMPLETE

Task 7: Course and final project

Look at the Level 2 BTEC Award in Business page and specification.

External link: [Firsts/Business/2012/Specification-and-sample-assessments/9781446936559-btec-cec-l12-bus-iss3.pdf](#) Create a

one-page poster for your own micro-enterprise idea. Include:

- business name
- product/service
- target customer
- price
- promotion idea
- main competitor
- start-up costs
- one risk and how you would reduce it

At the bottom, add a mini mind map of the 3 components: Exploring Enterprises; Planning and Presenting a Micro-Enterprise Idea; Marketing and Finance for Enterprise.

Time: 1 hour 30 minutes