



Starting a Business 3: Customers and Competition

Find out how understanding and targeting your market can help your business stand out from the crowd.

If your students are completing the whole of this course online, then they can complete useful and engaging activities, or a test based on the content covered.

You can choose for your students to complete individual tasks by themselves or encourage group work. Though you may have your own ideas about what your students can do with the course content, we've made things easy for you by suggesting some activities that you can submit to your students below. Choose whichever suits your students and needs.

Each task has student-facing instructions you can use (found later in this pack).

Individual student tasks taken from the course

Reflection: Students write a 500-word reflection on what they learned from the course, including anything they might do differently now as a result of their learning and anything additional they found out from their own reading around the topic. They submit this reflection as a written essay, podcast or video.

Research task: Students identify one business to research and map out their competitors. They then submit that map to you as a written essay, poster, slideshow, video or podcast.

Group tasks based on the course

Research task: Split the class into groups or ask them to choose their own groups of no more than 3 students. Allocate each team one national or international company of choice. Each team will assess who their company's market(s) are, and the other main businesses in their industry. They will create a mind map of the business to include details about their competitors and submit it to you as either a poster, slideshow, image or video. They will also submit a summary of how the team worked together.

Test

You can use the test questions listed in the student instructions below as a short assessment to enable your students to demonstrate what they have learned on the course. The assessment has 15 marks in total.

The questions have been designed to be flexible and open. The questions indicate which steps the answers can be found on. The marks available reflect the likely length and complexity of the answer expected, and how many points they are likely to make. For example, a 5-mark question might reflect a longer, more complex question, or one where they have asked to describe or explain a number of elements. Depending on the level and ability of your students, you can decide how you wish to award the marks, so they are appropriate for your class.

Each question suggests which steps the students may wish to return to answer the questions. You can decide if you want to include this information when you share the assessment with your students.

Additional support

You can use the [How to use FutureLearn guide](#) with your students to get them started. If you have any more questions, please refer to the [FAQ](#) section

Student instructions

Reflection

Write a 500-word reflection on what you have learned from the course. It should include anything you might do differently now because of what you learned and anything additional you found out in your reading around the topic. Submit this reflection to your teacher as a written essay, podcast or video.

Research task

Identify one business to research and map out their competitors. You need to include the following:

- The name of the business.
- What this business offers that makes them stand out.
- How this business differs from your chosen business.

You can create a map or list from your research in any format you wish – a written essay, poster, slideshow, video or podcast. Submit your findings to your teacher.

Group research task

Your group has been allocated one national or international company to research. You need to assess who their market(s) are and the other main businesses in their industry. You may find the video in Step 1.3 helpful. Your team needs to create a mind map of the business to include details about their competitors. Your mind map can be submitted to your teacher in any format – a poster, a slideshow, an image or a video. You should also submit a brief summary of how your team worked together – who contributed to which parts, and how you reviewed each other's work.

Test

Complete the assessment questions below to demonstrate your understanding of the course. You can refer back to the course to find the answers or more detail as you need to. You should not however share your answers with other students.

Your answers should be written in full sentences and be appropriately detailed. Make sure you read the questions carefully before starting to answer. Each question shows how many marks are available – use this to guide how much detail or how many points you need to include.

The questions also indicate where you can start to look to find the answer. You can also include information from other steps if that is relevant.

1. How can you define and investigate your market? (5 marks) [Step 1.3]

1. Name each of the four Ps and explain why each is important. (5 marks) [Step 1.3]

2. What decision did you think that Ashleigh should have taken? Explain your answer. (5 marks) [Step 1.5 and 1.6]