





GCSE: ASK Yourself!

Subject: Business

Unit: 1 - 1.2 Spotting a Business Opportunity

	Launching 1-2	Developing 3-4	Progressing 5-6	Mastering 7-9
 S skills				
Application	I need to be able to use business examples in work.	I can use at least one business example in work.	I can confidently use a business example in work.	I can expertly use a business example in work.
Analysis	I need to be able to analyse my work using a business example.	I can partially analyse my work using a business example.	I can confidently analyse my work using a business example.	I can expertly analyse my work using a business example.
Evaluation	I need to be able to make a reasoned judgement based on my analysis.	I can partially evaluate my work by making a limited judgement based on my analysis.	I can confidently evaluate my work by making judgements based on my analysis.	I can expertly evaluate my work by making fully supported judgements based on my analysis.
 K knowledge				
Customer needs	I can identify and understand customer needs.	I can explain what different customer needs are.	I can analyse what the different customer needs are.	I can confidently analyse what the different customer needs are.
Market research	I can identify the different methods of market research.	I can explain the different methods of market research.	I can analyse which methods of market research are most appropriate.	I can discuss what methods of market research are most appropriate.
Market Segmentation	I understand what market segmentation is.	I can explain the different ways to segment a market.	I can analyse the most appropriate ways to segment a market.	I can discuss the different ways a business can segment a market.
The competitive environment	I understand what the competitive environment is.	I can explain the strengths and weaknesses of competitors.	I can explain the strengths and weaknesses of competitors and analyse the impact on businesses.	I can explain the strengths and weaknesses of competitors and discuss the impact on businesses.