



BUS2 Spotting a business opportunity

Personal learning checklist | 1 of 2

GCSE Edexcel Business 1BS0 | Theme 1 / Paper 1

Name _____ Class _____ Date _____

Tick one box for each statement. Red: need help. Amber: partly confident.
Green: can do independently.

I can	Red	Amber	Green
Customer needs			
Explain price, quality, choice and convenience as customer needs.	☐	☐	☐
Explain how meeting customer needs supports sales and survival, including conflicts between needs.	☐	☐	☐
Market research			
Explain how market research identifies needs and gaps, reduces risk and informs decisions.	☐	☐	☐
Compare surveys, questionnaires, focus groups and observation as primary research methods.	☐	☐	☐
Compare primary and secondary research and judge whether existing sources fit the decision.	☐	☐	☐
Distinguish qualitative from quantitative data and calculate percentages from research results.	☐	☐	☐
Evaluate research reliability using samples, neutral questions and social-media limitations.	☐	☐	☐

My next revision priority _____



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I can	Red	Amber	Green
Segmentation and market maps			
Segment customers using location, demographics, age, income and lifestyle.	☐	☐	☐
Explain how targeting a segment affects the marketing mix.	☐	☐	☐
Interpret market maps using relevant axes and competitor positions.	☐	☐	☐
Evaluate apparent market gaps and the limitations of market maps.	☐	☐	☐
Competition and decisions			
Compare competitors' price, quality, location, range and customer service.	☐	☐	☐
Explain how differentiation and competition affect prices, sales and business decisions.	☐	☐	☐
Justify a competitive response using customer needs, costs and the business's resources.	☐	☐	☐

My next revision priority _____