



BUS4 Making the business effective

Personal learning checklist | 1 of 1

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
Ownership and liability			
Compare limited and unlimited liability and their consequences for owners.	☐	☐	☐
Compare sole traders, partnerships and private limited companies using control, finance, skills and liability.	☐	☐	☐
Distinguish franchisees from franchisors and evaluate franchising's support, fees and restrictions.	☐	☐	☐
Location choices			
Evaluate proximity to customers, labour, materials and competitors when choosing a location.	☐	☐	☐
Compare online and fixed-premises locations for different business activities.	☐	☐	☐
Calculate relevant location and fulfilment costs and explain their effect on the choice.	☐	☐	☐
The marketing mix			
Explain product, price, promotion and place in a business's marketing mix.	☐	☐	☐
Explain how the four elements work together for the target market.	☐	☐	☐
Evaluate how technology, competition and changing needs affect the marketing mix.	☐	☐	☐
Business planning			
Identify business-plan contents and check that market, financial and operating decisions fit together.	☐	☐	☐
Use revenue and cash-flow forecasts to test business-plan assumptions.	☐	☐	☐
Evaluate how planning supports finance and reduces risk, including the need to update forecasts.	☐	☐	☐

My next revision priority _____