

Complete each challenge to earn points and climb the business world.

These challenges are suitable for GCSE and GCE students.

Challenge		Points available	Points achieved
1	Watch an episode of <i>Dragons Den</i> and create a glossary (terms and definitions) of the business terms used.	4	
2	Create a SMART objective for a local fast food takeaway, a national supermarket and a global electronics manufacturer.	1	
3	State what is meant by 'furlough'. Explain why the government has introduced a furlough scheme.	3	
4	Collect three pieces of packaging for consumer products. Explain how the packaging protects the product, informs the user and attracts potential buyers.	3	
5	Research an example of a co-operative. Explain how its aims and set up is different from other types of private sector businesses.	2	
6	Find two different graphs showing economic data for the last 6 -12 months. Explain what the data shows and its possible impact on businesses.	2	
7	Produce an advert for a restaurant aimed at targeting customers after the Coronavirus pandemic is over.	2	
8	Explain what is meant by self-employed. Explain what help the government has given self-employed people during the Coronavirus pandemic.	2	
9	Watch the TV programme <i>Aldi Vs Lidl: Supermarket Wars</i> - Channel 5. Summarise how these businesses compete and have grown in the grocery market.	3	
10	Collect three adverts that show ethical business activities.	2	
11	Produce a poster to show the range of products of one global multinational business.	2	
12	Select an online shop you use and summarise how it carries out good customer service.	3	
13	Take photos of 5 consumer durable goods and 5 consumer non-durable goods and create a poster.	2	
14	Watch <i>What Britain buys and sells in a day - Cars</i> . Summarise the key features of the logistics and production methods used.	3	
15	Collect chocolate bar packaging, create a poster to show how chocolate bars are targeted at different market segments.	2	
16	Define USP. Select three businesses that have a USP and collect images to illustrate this.	2	
17	Explain why cash-flow is a major problem for many businesses during the Coronavirus pandemic.	2	
18	Collect three news articles from the BBC website on the Coronavirus pandemic that relate to the business theory you have covered in your lessons.	3	
19	Carry out market research through social media to find out what your friends and family will spend their money on when the Coronavirus pandemic is over. Produce a chart to present the data.	3	
20	Write a 200-word account on how working practices may change as a result of the Coronavirus pandemic.	4	
Total points		50	

Add up your points to see how successful you are in the business world.

Total points	
1- 12	Start-up independent sole trader just about breaking even.
13-25	Managing director and major shareholder in a profitable private limited business.
26-38	Successful entrepreneur and winner of the 2025 <i>The Apprentice</i> .
39-50	Inspirational business guru and CEO of a major global multinational business.