

Year 12 BTEC Business Studies Summer Research Project.

This project will help us to assess your suitability for studying BTEC Business Studies next year.

TOPIC – Entrepreneurs.

TASK – Write a report about an entrepreneur of your choosing.

The report can take any format you feel is appropriate. You can write it as an essay, newspaper article, presentation, video, mock interview etc.

Success Criteria.

Make sure you include all of the following areas in your report.

- Why have you chosen this entrepreneur?
- Their background – where did they go to school, what did their parents do etc.
- How did they become an entrepreneur? E.g. Did they start a business at university? Did they have a market stall?
- Why did they choose to set up their own business? What inspired them?
- A brief history of their company / companies / product. E.g. How did they get the money, where did they get the idea, how did they launch it etc.
- Were there any problems along the way?
- What is their life like now? What keeps them motivated? Do they have any more things they want to do?
- What can you learn from them? This is KEY – what have you learned from their experience & how would this help you if you were to set up your own business?

Please bring your finished work when you enrol.