



Christleton
Sixth Form

Business Studies - Summer Project



Throughout Year 12 you will be running your own business, therefore spending time over the summer is a great way to gear up and start to think about how you will make your new business a success.

But, of course, you first need to figure out a winning concept and in order to do this you have to come up with a lot of new and creative ideas to be successful!

Create a detailed mind map of potential successful products and services your new business team could develop (here are some points you may wish to consider):

- Ask yourself, "What's next?" Successful business ideas are often ahead of their time. Think about trends and technologies on the horizon
- Think about problems, "What bugs you..." what problems could you try to solve to make yourself or others' lives easier!
- Apply your skills or identify what you are good at
- Make a cheaper version of an existing product.
- Do your research... ask peers, friends and family of business ideas, problems in their lives you could solve?

When you have identified several ideas (REMEMBER nothing is wrong, as sometimes the wackiest ideas are the best!), put down as many as possible, then identify who the target market is for your product/service ideas.

You must bring this detailed mind map of ideas for your new business to lesson in the first week of term.

