



Information for Students, Parents/Carers at Bexleyheath Academy

Year 10 Business Studies | Term 1 Homework Overview

Students will have a short introduction in the first two week to introduce some presentation skills and analytical skills to improve their business knowledge. Following this they will then explore target audiences and ways to ensure businesses make a profit.

Week	Exploration Question(s)	Activities
1	Why do we need to understand customer needs?	5.1.1 Customers' Needs & Wants
2	Why do we build customer profiles and segments?	5.2.1 Market Segmentation
3	Why do businesses use market research?	1.2.2 Market Research
4	How do businesses use secondary research?	1.2.3 Primary vs Secondary Market Research
5	How do businesses calculate the cost, profit and revenue?	6.2.1 Costs
6	How does a business Break Even?	6.2.2 ARR & Breakeven
7	What is the product life cycle?	1.2.7 Product Life Cycle