

Keywords: H+C

Spring 2

Topic Title: Proposing businesses.

Introduction to the topic: Why are you learning it and how does it link to what you've learned before?

Summarising the H+C industry to propose suitable businesses to meet a brief.

What lessons will you cover during the topic?

Command words, designing businesses, analysing briefs, reviewing and justifying decisions.

Keyword	Definition
independent business	An individual business unlike any other.
chain (business)	A business that has others run by the same people, doing the same thing just in another location.
established	A business that has been running for a long time and is therefore recognised and accepted.
competition	The people/company with which you are competing with.
unique selling point	Something that differentiates a product from its competitors
recommend	Put forward / suggest a proposal that is based on supported reasons. You should come to a final decision on what you judge to be the most important factors leading you to your conclusion and provide justification for these.
propose	Put forward a plan or suggestion that answers the brief given.
justify	Present a reasoned case using supporting evidence from theory and practice to explain why something should happen in a particular way. You should come to a final decision on what you judge to be the most important factors leading you to your conclusion and provide justification for these.
review	Consider several options, ideas or arguments and come to a conclusion about their importance/success/worth.
target market	A particular group of consumers at which a product is aimed