



20 December 2023

Dear Parents/Carers,

I am writing to ask if you might be able to help my Year 10 students with an assignment for their BTEC Tech Award in Enterprise qualification.

If you, or any other family or friends runs or works at an enterprise employing less than 249 employees, it would be of enormous benefit to my students if they could answer a few questions regarding the business.

The topics they would need to discuss are:

- What the business does – the activities carried out by the business to meet customer needs,
- What are the aims and objectives of the business,
- Specific skills the entrepreneur needs to be able to run this business,
- Characteristics the entrepreneur needs to have to be able to run this business,
- The market research done to find out about customer needs,
- The market research done to find out about competitors,
- How the enterprise is affected by any political, economic, social or technological changes,
- The main strengths and weakness of the business,
- Threats to the business,
- Opportunities for the business,

If you are able to give us a brief description of the enterprise by answering the following questions, it would be greatly appreciated.

General business information:

- Business industry/sector: _____
- Been in operation since: _____
- Location the enterprise is based in: _____
- Number of employees: _____

If you are able to help, I would be grateful if you could let me have your email address in order that I can send you a questionnaire our students to analyse the findings.

Thanks so much for your time.

Your sincerely

Mr J Ungerer

Teacher of Mathematics / Teacher of Business Studies

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