



The Thomas Hardy School

Summer Preparation Task

BTEC National Diploma in Business and Enterprise

Purpose of task:

To understand what it means to be innovational from a Business and Enterprise perspective.

Task:

1) You may or may not realise that a lot of businesses aren't based on creative thinking. Their business idea is a 'me-too approach' – copying someone else's idea.
Can you think of three examples of products which have copied their more successful competitors' products?

2) Innovation is all about coming up with new business, product or service ideas that are unique and have not existed before.

Many people argue that the Apple iPad is and always has been the best tablet on the market. Explain in detail what you think makes this product so much more successful than any of its competitors?

3) Undertake some online research in order to discover a new product that is due to be launched for the Christmas 2016 season. It can be a food, drink, transport, new technology, toy, game etc., as long as it will be on sale in the UK.

You then need to explain:

- a) What the product is and what it does or what it is for.
- b) How much will the product be sold for and do you think this is a good price – why/why not?
- c) What type of customer you think it is aimed at in terms of age, gender, income and lifestyle and why you have come to that conclusion?

Recommended resources:

The following websites may help you to complete the tasks and with general business terms and practices:

Apple.com

S-cool.co.uk

Thegrocer.co.uk

Wired.co.uk

Talkingretail.co.uk

Virginstartups.org

Thebritishdesigncouncil.org.uk

In addition watching such programmes as The Apprentice and Dragons Den are always a good source for learning about new product development and innovation and they are always very current.

Additional information:**Recommended reading & activities list:**

The Pearson BTEC National Student Book 2

Deadline for Task: First lesson in week commencing 11th September 2017