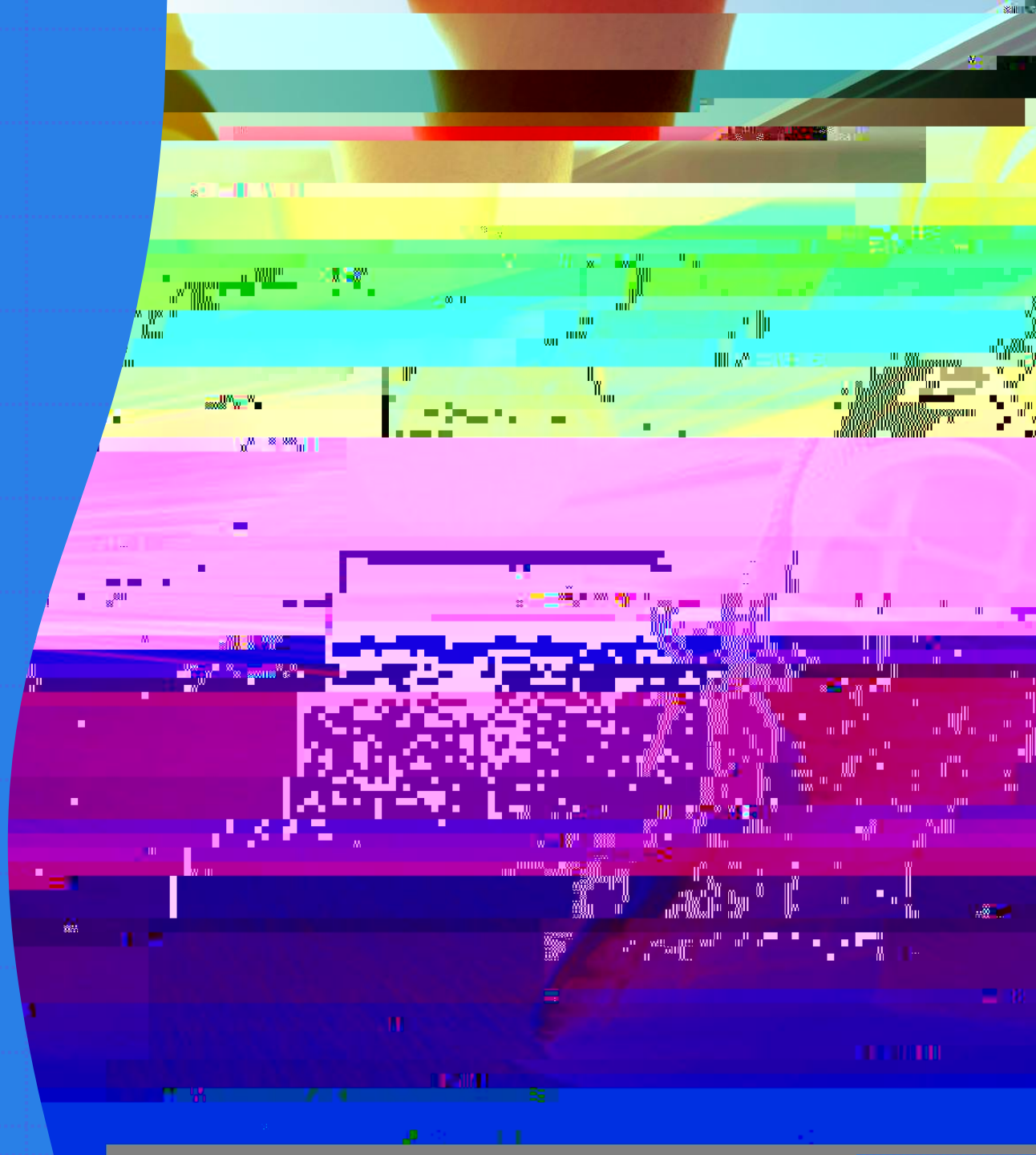


Welcome to your SIL. You will be required to complete all tasks in each section.

Information will be provided and extensive research will need to be carried out.

In your external assessment in January 2023 you will be required to carry out extensive research into sport business.





Sport is big business. We are all familiar with products and services of global retailers of sports equipment and clothing, media organisations, premier league football clubs, stadia and arenas, and the many chains of private gyms that have emerged from an increased public awareness of health and fitness.

Activity 1

You are to pick one Sport business and analyse why this business is successful. What makes this business successful and why is it so popular?





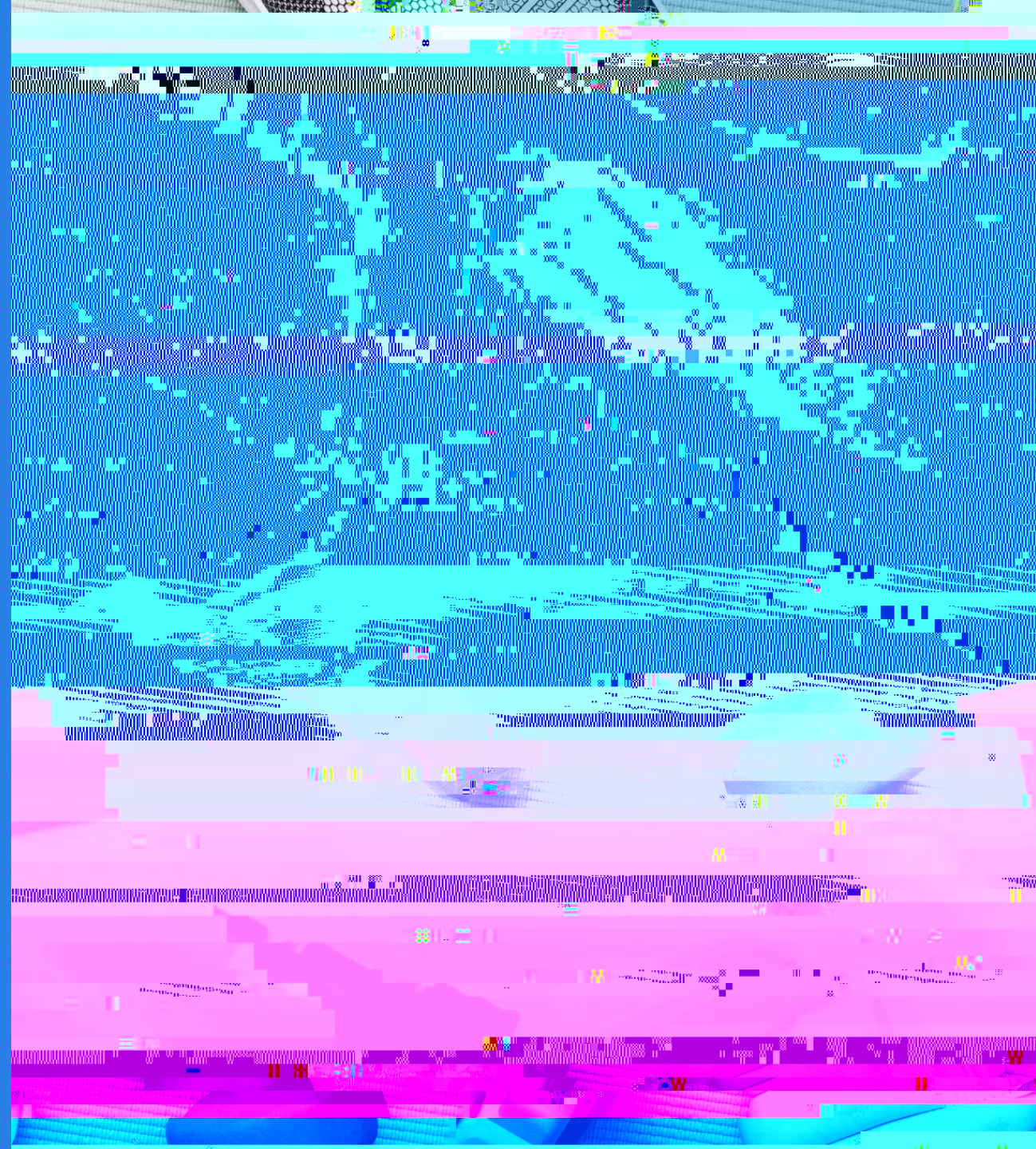
Research Task

You are required to research the below key terms providing a description and several sports examples in your work.



Sole Trader

Sole trader is when a person, such as a personal fitness coach (offering a service) or a small sports shop run by an individual trades as an individual. They will be the decision maker and run the business as they wish, enjoying the profits but also having unlimited liability for any debts.



Task Public Sector

Privately owned businesses are not owned by local or national governments but are owned by an individual person or by a group of people, potentially up to thousands of them. There are several different ways that a privately owned business can be set up.

Task- Define all the keywords below linking it back to the private sector.

making profits, break-even, survival, growth, market leadership, diversification, service provision, strong customer service/satisfaction

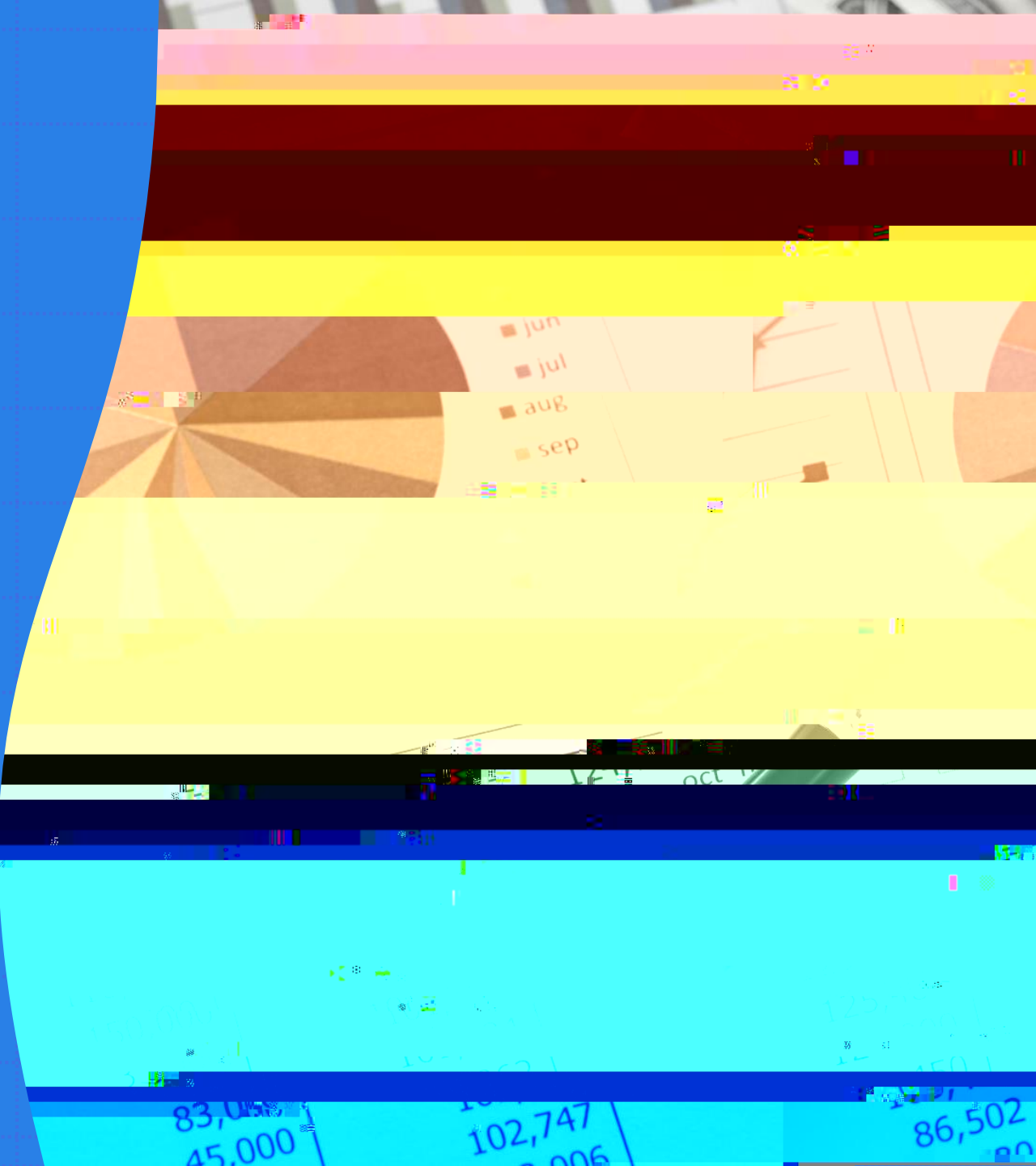
The size of a business generally refers to its total number of employees.

Micro- Up to 9

Small- 10-49

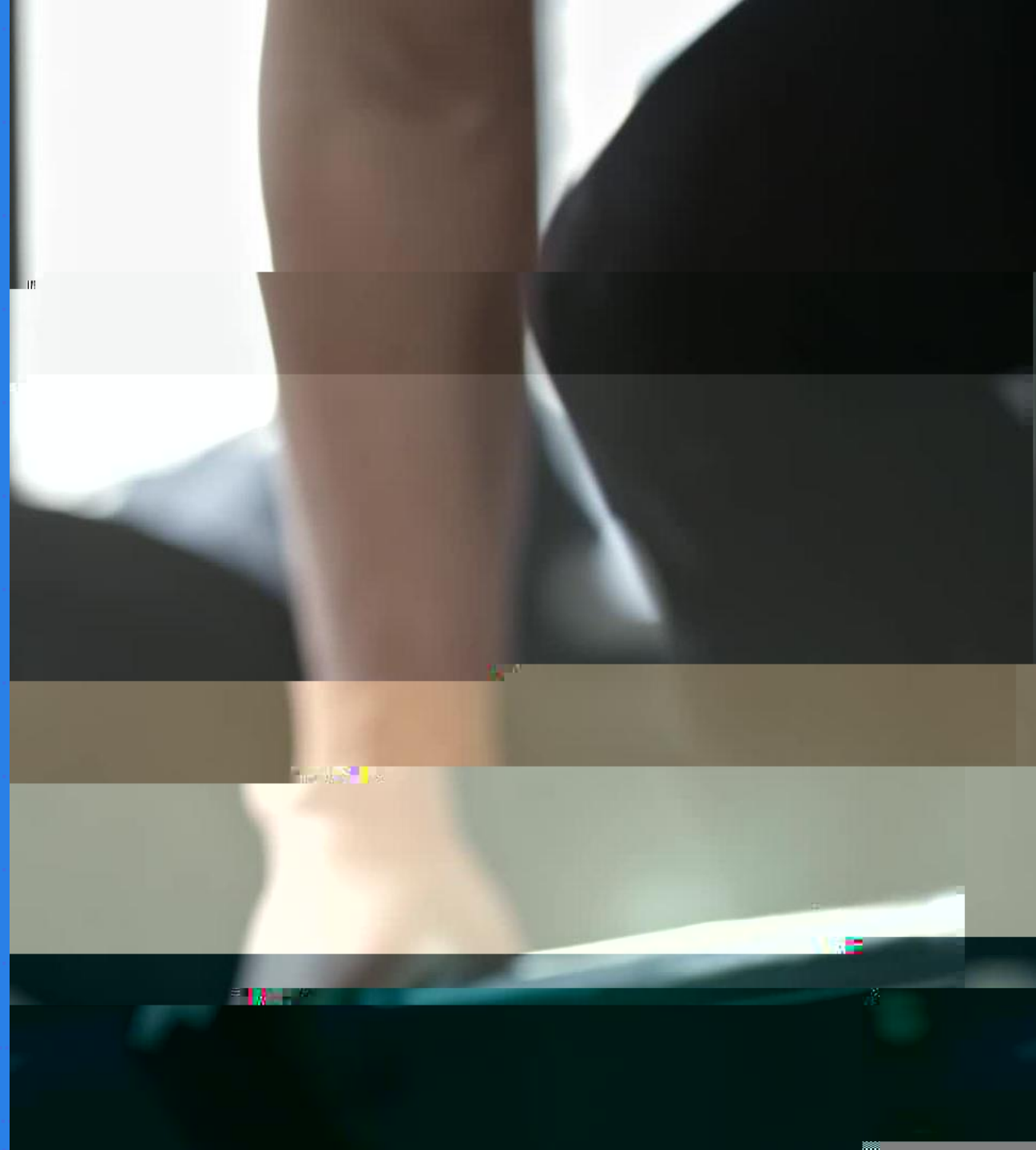
Medium- 50-249

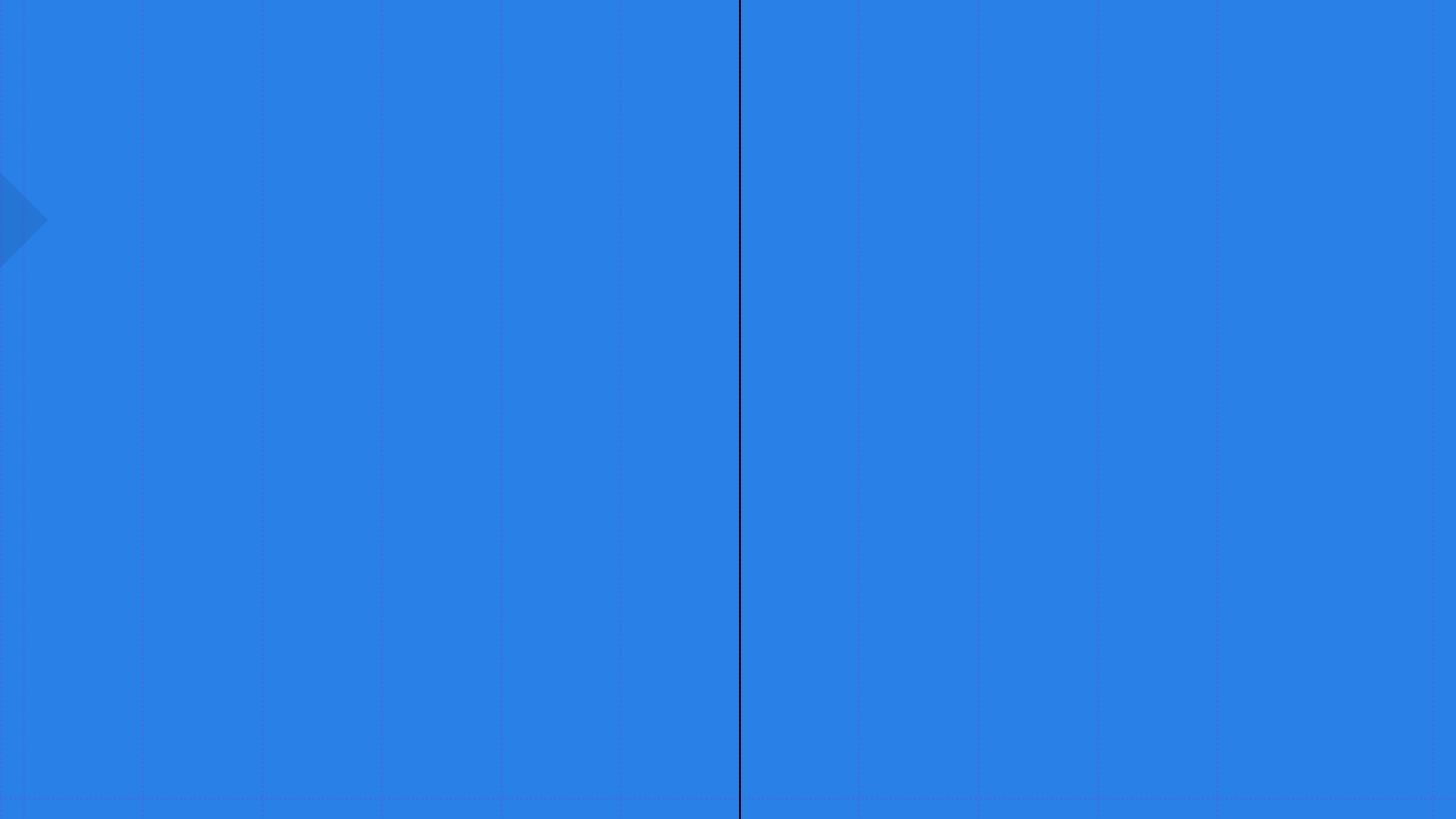
Large- 250+



Specific	They say exactly what they mean.	To increase the profit margins for the business.
Measurable	You can prove that you have reached them.	To increase profit by 20%
Achievable	They are actions you can in fact achieve.	To increase the business profit margin by employing increased service provision with a strong customer service focus.
Realistic	You will be able to achieve them but will be challenging.	The increase in profit must be manageable-100% in 2 months is not achievable.
Time- Constrained	They have deadlines	To reach the target by the end of the next financial year

These are programmes to increase a person's fitness levels, help them to lose weight or simply encourage greater social interaction, but will have potential health benefits.





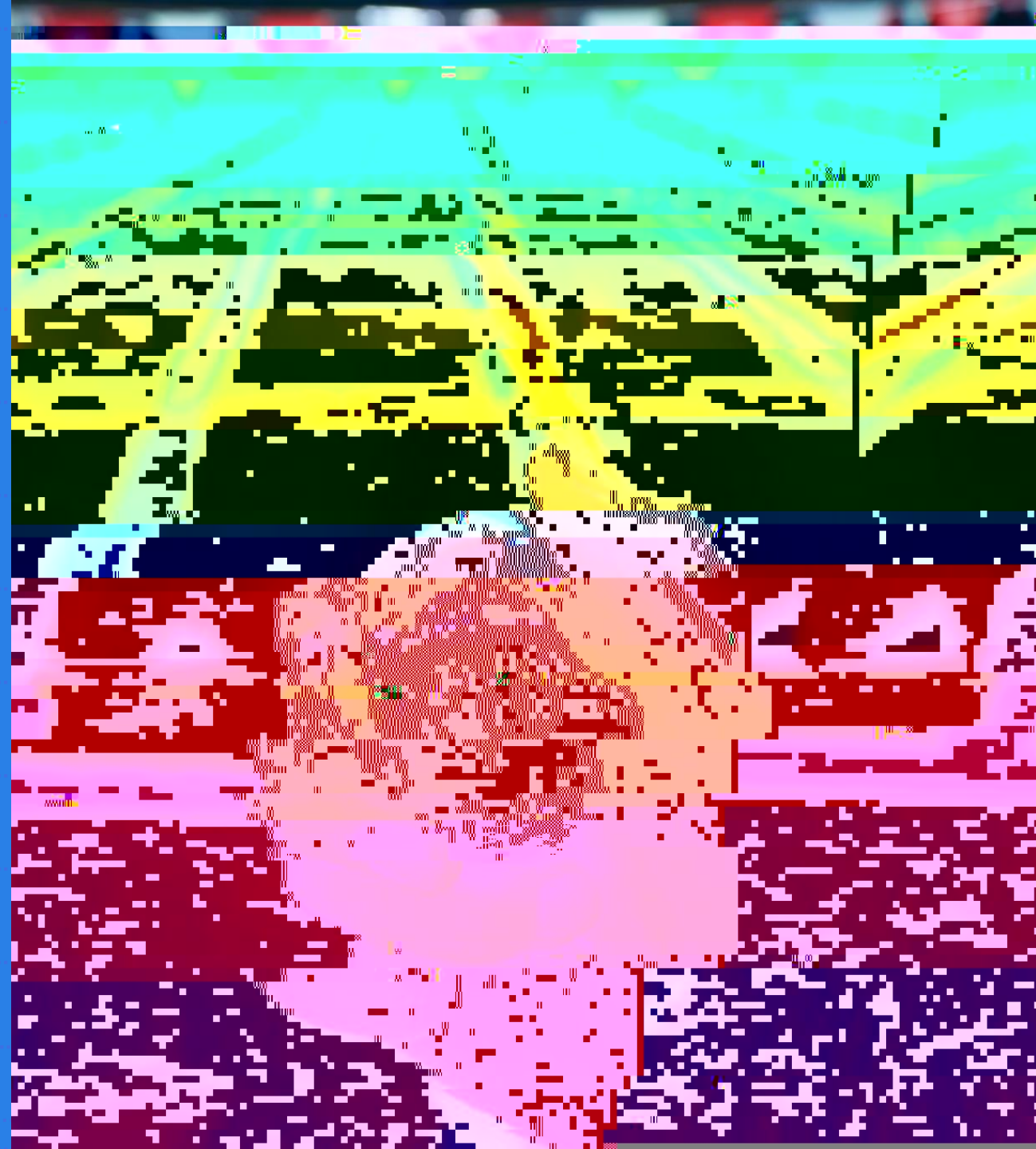
Activity 8

You are to research the different types of programmes for each. You must provide examples and relate to sports business.

Gym Programmes

Swimming Pool Programmes

Programmes to Serve Specific Groups



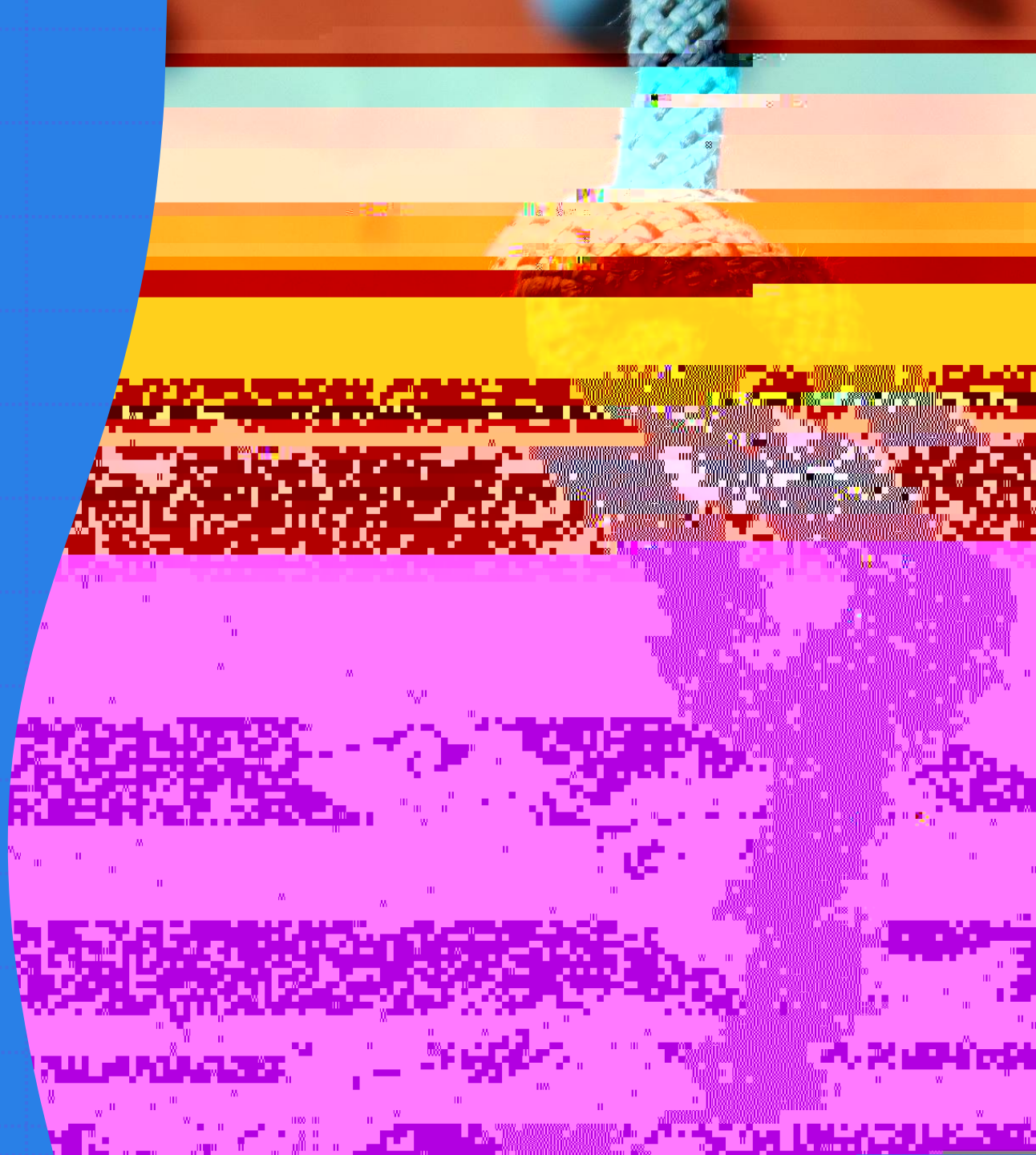


No matter what the sport or activity, there is usually potential for a business to deliver instruction in it. For example:

A running coach might give advice on gait analysis to improve running.

An indoor climbing business might employ people to reach customers how to climb safely.

The instruction could be provided on a one-to-one basis by a sole trader, offered as an extra service by private business.





The set task questions are the same every academic year. The only thing that changes is the type of business. You will need to carry out extensive research so you can compare and contrast your researched businesses to that given by the exam board. You will have four hours to complete your research and you can take the notes in with you.

