

New College Pontefract

Y12–13 Applied General Sport SIL (Unit 22)

How to Research - Guidance

You will research businesses independently.

- Type, size and scope (local, national, international)
- Provision (what the business offers)
- Customers (age, gender, lifestyle)
- Aims and objectives
- Marketing strategies
- Finance (pricing, profit if available)
- Trends and industry influences
- Staffing and roles

Use prompts like: 'Who are the customers?', 'How does the business make money?', 'What does this mean for success?'

Task 1: Analysis Task

Research a sport or active leisure business and analyse why it is successful.

You must research:

- Type, size and scope of the business
- Products, services and facilities
- Customers and target audience
- Marketing strategies (social media, sponsorships)
- Aims and objectives (profit, growth, customer satisfaction)
- Evidence of innovation or growth

Exam tip: Always explain – 'This means that...' to show analysis.

Task 2: Research, Description & Explanation

Research the following business types and key concepts.

- Private limited companies, sole traders, partnerships
- Public and voluntary sector organisations
- Cost control, value for money, service quality

- Break-even, market leadership, diversification, customer satisfaction

Task 3: Creative Task

Create your own sport or fitness business.

Include:

- Business idea and concept
- Target market
- Problem and solution
- SMART targets

Task 4: Evaluation Task

Analyse a case study business.

Focus on:

- Business operations
- Growth and performance
- Customer satisfaction
- Recommendations for improvement

Top Tips for Success

- Use real examples and evidence
- Always link back to business aims
- Compare businesses where possible
- Avoid copying – interpret information