

Level 2 Business Extended Certificate

Welcome to Business at West Suffolk College

Thank you for choosing to study Business Extended Certificate Level 2 at West Suffolk College. This course will give you an insight into many aspects of business including:

- Marketing and Promotion
- Finance
- Recruitment, Selection and Employment
- Business online
- Visual merchandising
- Sustainability in the workplace
- Customer Service
- Enterprise in the Business World
- Work Experience

Choosing to study Level 2 Business will provide you with a great opportunity to study business at a higher level (if this is something you are interested in) or it will enable you to progress onto employment.

This is a very inclusive course that focuses on supporting you to enhance and achieve your goals. West Suffolk College is passionate about building important character strengths: Resilience, Optimism, Ownership, Ambition, Respect, Self-control, Confidence and Curiosity.

Preparing to start your course:

You are encouraged to purchase the following textbooks (links provided):

- ✓ [BTEC First Business course textbook](#)
- ✓ [BTEC First in Business Revision Workbook](#)
- ✓ [BTEC First in Business Revision Guide](#)

You will need the following (recommended) equipment:

- ✓ Course textbook/Revision guide/Revision workbook
- ✓ Laptop/Tablet
- ✓ Notepad
- ✓ Pens
- ✓ Calculator
- ✓ Folder(s)
- ✓ Plastic Wallets
- ✓ Revision Cards

Summer Work Task:

Deadline Date: Wednesday 27th August

Please submit your work via email to Iain Mapley (iain.mapley@easterneducationgroup.ac.uk) by the 21st August 2026.

Brief:

A local investor would like to invest in a new small business in Bury St Edmunds. Your brief is to produce a small business idea that will convince the investor to back your business. This work should be submitted as a report written as a Word document.

Task 1:

Your first task is to research what makes a business successful. You are required to research at least two businesses in the local area (e.g. Bury St Edmunds), one of these should be a small independent business and the other a larger national/international chain. For each business, describe the business and the features that make it successful.

Task 2:

Your second task is to produce a small business idea that would suit the Bury St Edmunds high street. You will need to consider the following:

1. The name of your business.
2. Your Unique Selling Point (USP).
3. Does your business offer products and/or services? (*Be specific with what your business offers*).
4. The features and benefits of your product and/or service.
5. Is there a demand for your product and/or service in the town?
6. Who is your target audience? (*age, gender, income, hobbies, location*)
7. Who are your main competitors and why?
8. Why is your product and/or service better than your competitors?
9. How are you going to market your new business? (*For example, social media, radio, leaflets, posters, etc.*).
10. How do you plan on financing this business idea? (*In other words, where will the money come from?*)

If you have any questions, please contact:

Iain Mapley - Course Lecturer (iain.mapley@easterneducationgroup.ac.uk)