

GCSE Help links- Use this alongside your notes and the revision booklets to support your learning.

Business Activity	
Enterprise & being an entrepreneur	https://www.youtube.com/watch?v=yPuPVWfWdK4 What are the factors of production? (youtube.com)
Business plan	https://www.youtube.com/watch?v=00IXFwG5o3w
Aims & Objectives	https://www.youtube.com/watch?v=OzWTEe4bna4 https://www.youtube.com/watch?v=suTMeQN4MbA
Ownership	https://www.youtube.com/watch?v=-yvTvtN_9e4&t=4s https://www.youtube.com/watch?v=CtEI7RrLCb8 (Not for profit) https://www.youtube.com/watch?v=jXlibU0wY1g (Stakeholders)
Growth	External- https://www.youtube.com/watch?v=Hf1izQ1R-Eg Internal- https://www.youtube.com/watch?v=MxmkqhfW_NA Franchise- https://www.youtube.com/watch?v=DiMUZsmAsPs https://www.youtube.com/watch?v=k39luUD2cpA
Location and site	https://www.youtube.com/watch?v=xClseet9SMo
Influences	
Technology	Ecommerce- https://www.youtube.com/watch?v=Pvfr7xfU808 CAD/CAM- https://www.youtube.com/watch?v=IEdPVdNp2QQ
Ethical	https://www.youtube.com/watch?v=3lallRvv0DE https://www.youtube.com/watch?v=aS3_tauT_WE
Environmental	https://www.youtube.com/watch?v=Gh5YzUKj8BI https://www.youtube.com/watch?v=XrqPA_Pr0GY https://www.youtube.com/watch?v=jl5Kh5YSrQ https://www.youtube.com/watch?v=Ko-S6U7a6zk (Also includes some ethics)
Economic	https://www.youtube.com/watch?v=Zhe66hBt_KA https://www.youtube.com/watch?v=D2G51WsQn4&t=3s (Exchange rate) https://www.youtube.com/watch?v=5Upb3buctBM (Unemployment) https://www.youtube.com/watch?v=EyWd3qTlBtk (Interest rates)
Legal	https://www.youtube.com/watch?v=zDOZJpWXqr0 (Employment) https://www.youtube.com/watch?v=crMRgS2LyV0&t=1s (Consumer)
Global	https://www.youtube.com/watch?v=-loRR8XBeDw https://www.youtube.com/watch?v=BZZ7b4Y5_Is
Operations	
Methods of production	https://www.youtube.com/watch?v=ZQ0m2dmLLcM https://www.youtube.com/watch?v=fQnXmitjEWQ
Quality	https://www.youtube.com/watch?v=tZ6g9UztPb8 (QC) https://www.youtube.com/watch?v=P6FcEmQ2BF0&t=259s (QA) https://www.youtube.com/watch?v=DfQ5UORamg (TQM)
Supply Chain	https://www.youtube.com/watch?v=FMidebp7kaA (JIT) https://www.youtube.com/watch?v=8G-0xL84r2l (JIT V JIC) https://www.youtube.com/watch?v=W6CdBnlHt8U (Procurement and logistics)
Sales process	https://www.youtube.com/watch?v=w10pAhDgGtU
Finance	

Sources of finance	https://www.youtube.com/watch?v=i760YLhIV0Q https://www.youtube.com/watch?v=j-TZlKZG6kk&t=86s (Evaluation) https://www.youtube.com/watch?v=JSIfwHDpkro&t=3s
Profit and loss	https://www.youtube.com/watch?v=e4DqxpDGkOo https://www.youtube.com/watch?v=4IGsYndj9ms
Cash flow	https://www.youtube.com/watch?v=4SNWA_HbF6U https://www.youtube.com/watch?v=UmJ9dOF4vHQ
Marketing	
Market research	GCSE Business - The Purpose of Market Research (youtube.com) Market Research The Purpose of Market Research Explained Lego, Gymshark & Apple Examples (youtube.com) Primary & Secondary Market Research (youtube.com)
Price	Pricing Strategies Explained (youtube.com)
Product	https://www.youtube.com/watch?v=abzF6uPiL8M https://www.youtube.com/watch?v=nd5KWzHMA5k Product Life Cycle Explained Apple iPhone & Coca Cola Examples (youtube.com)
Place	Channels of Distribution (PLACE) (youtube.com)
Promotion	https://www.youtube.com/watch?v=znDMelMu1y4 https://www.youtube.com/watch?v=uDgWxo2INjM
Human Resources	
Recruitment	https://www.youtube.com/watch?v=mWsCvVUESfM https://www.youtube.com/watch?v=cDbbDeyoo1Y https://www.youtube.com/watch?v=SVT8MPOdUAs
Training	https://www.youtube.com/watch?v=MjOHBDFLXOc (including motivation) https://www.youtube.com/watch?v=ojmYJVLazp4 https://www.youtube.com/watch?v=6iA8qAXP7dE
Motivation	https://www.youtube.com/watch?v=nXcDYESrHUO
Organisational structures	https://www.youtube.com/watch?v=AQcjYAFesfc https://www.youtube.com/watch?v=ZsJ6Rbg6SWU