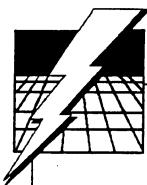


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Introduction

Imagine what life would be like without farms and mines or without products such as washing machines and telephones. Where would we be without the services of banks, garages or the transport system? It's hard to imagine, isn't it? These products and services help to improve the quality of our lives.

Where do we begin, though, when we want to produce a new product or service? There is more to it than just having the idea. This book will help uncover and explain the mysteries of the business world.

Section 1 (Business Enterprise) examines what a business is and gives examples of different types. It looks at what is involved in running a business and suggests how a new one might develop.

Section 2 is all about marketing. It covers topics such as market research and the four ingredients that make up the marketing mix.

The third section covers design for manufacture and is based around a small business called The Pizza Parlour.

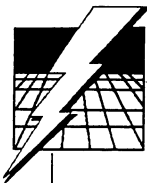
The final section (Marketing and the Environment) brings the world of business and enterprise up to date, covering environmental issues and shows how they are becoming big business!

Read the four sections carefully, one after the other. There are regular tasks for you to do and a Mini-Dictionary at the back of this book will help you to understand any new words or terms you come across.

Fact File

- The amount of money in circulation in Britain is enough to create a 300-kilometre-high pile of £5 notes!
- Some tribes in East Africa have used goats as a form of money but problems of disease and storage have made them unsuitable. Shells, axes, tea and 3-metre-wide boulders have been used in other cultures!





1 Business Enterprise

What Is a Business?

Think about the last time you went to a shopping centre. What different types of shops were there? You may, for example, have seen a butcher's, a newsagent's, a greengrocer's or a shoe shop. Make a list of as many different kinds of shops as you can think of.

Shops are one type of business which supply **products** we need, such as food, clothes, books and furniture. Factories are another kind of business. They make the products which are sold in the shops. Some are large with a long **production line**, such as a car manufacturer's. Others may be small and run from home, such as a dressmaker's.

Other types of business sell a **service** rather than an actual product. Hairdressers, car repair garages and dry cleaners, for example, would be included in this group. It is the time and skill for which we pay rather than the product.



Some businesses are small and run by one or two people only, such as a market stall. Others may be much bigger with several departments and a large number of staff.

Below is a list of several different kinds of business.

Department store	Hardware shop	Bank
Baker	Garage	Travel agent
Butcher	Fish shop	Blacksmith
Hairdresser	Window cleaner	Greengrocer
Coal mine	Printer	Solicitor
Brewery	Estate agent	Transport
Optician	Milkman	Farming
School	Photographer	Hotel
Theme park	Forestry	Furniture maker
Textile factory	Jeweller	

Although they are all very different from each other, all businesses fall into one of three groups.

Fact File

One of the first uses of mass production in the business world was made by Henry Ford in the USA. In 1914 he set up a moving assembly line to produce a motor car called the Model T, which became very popular. The Ford company is still producing cars today.

