**Features contributing to the success of contrasting businesses**

**Features of Businesses**

Introduce the three sectors and describe the types of businesses within them

**Business 1**

History, location

Sector, Scope, Ownership, size, what the organisation does, product or service

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History, location

Sector, Scope, Ownership, size, what the organisation does, product or service

**Stakeholders**

Definition - What is a stakeholder? What is internal and external ?

Business 1

Description of their stakeholders – dating whether they are internal or external and how they influence

Advantages and disadvantages of each stakeholder

Business 2

Description of their stakeholders – dating whether they are internal or external and how they influence

Advantages and disadvantages of each stakeholder

**How is Business 1 organised?**

Describe the organisational structure, functional areas and aims and objectives

Paragraph description of the OS with image

5 x paragraphs of functional areas

1 x aims and objectives

M2

**How is Business 2 organised?**

Describe the organisational structure, functional areas and aims and objectives

Paragraph description of the OS with image

5 x paragraphs of functional areas

1 x aims and objectives

M2

**Conclusion**

Evaluate the reasons for the success of two contrasting businesses, reflecting on evidence gathered.

**References**