

Structured Notes for GCSE Business 6, 9, and 12 Markers

6 Markers

- **General Approach:**

- 2 paragraphs (PBLT = Point, Because, Leading to, Therefore).
 - **PBLT 1:** 3 strands (more detailed).
 - **PBLT 2:** 2 strands (shorter).
- Alternatively, do **1 PBLT** with 5 strands if concise.

- **Tips:**

- Use the **keyword** in the question to guide your structure:
 - "Discuss" → 2 PBLTs.
 - "Analyse" → 1 detailed PBLT.
 - "One impact" → Write about 1 impact.
 - "Impacts" → Cover multiple.
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9 Markers

- **Feedback Review:**

- Address your weaknesses: poor application, weak conclusion, or incomplete main body.

- **Structure:**

- 1. **P1:**

- State your chosen option clearly.
 - Include a PBLT: e.g., "I strongly recommend Option 1 because..."

2. P2:

- Discuss why the chosen option could fail.
- Focus only on the flaws of the chosen option, not the alternative.

3. P3: AJIM

- **Answer:** Restate the question and justify your choice again.
- **Justify:** Highlight the main benefit not already discussed.
- **It depends on:** Explain what factors the success depends on.
- **Most important factor:** Tie it to aims and objectives.

• SWOT Analysis:

- Before writing, evaluate:
 - Strengths (find 3).
 - Weaknesses (at least 1 strong one).
 - Opportunities.
 - Threats (e.g., competition).
- Use the 3rd strength in your conclusion.

• PINCC (from case study):

- **P:** Product name.
 - **I:** Industry.
 - **N:** Name of the company/entrepreneur.
 - **C:** Customers.
 - **C:** Competitors.
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12 Markers

- **Feedback Review:**

- If scoring half marks, re-evaluate your approach to ensure all aspects are covered.

- **Structure:**

1. **P1:**

- Present a **favourable outcome**.
- Use PBLT with 5-6 strands, ensuring strong application.

2. **P2:**

- Present an **unfavourable outcome** (failure).
- Explain how the business could fail, e.g., competitors.

3. **P3: DISCOM**

- **D:** Decision—state whether the business will succeed or fail.
- **I:** "It depends on..." (list influencing factors).
- **S:** Short-term vs. Long-term impact.
- **C:** Costs—magnitude (£1,000,000 for a franchise).
- **O:** Opportunities—highlight opportunities for growth.
- **M:** Most important factor—self-explanatory.
- Conclude by stating what the business must do in the short term to achieve long-term success.

- **SWOT Analysis & PINCC:**

- Same process as 9 markers:
 - Use SWOT to guide your arguments.
 - Incorporate PINCC details for specificity.