

Business Enterprise - Level 2

BTEC

Year 12 Level 2 Starter for 12 Pack - This work is due in for your first lesson back in September

<https://www.youtube.com/watch?v=B3C0228E7m8>

1. Watch the video on Levi Roots.
2. What was Levi Roots product?
3. How was this different from any other sauce?
4. How did Levi Roots impress the Dragons?
5. How many bottles of sauce did Levi Roots sell 3 months after the show?
6. Explain what Levi Roots has now accomplished since appearing on Dragons Den.
7. Watch a range of Dragons Den clips to inspire you as we will be creating our own business enterprise for our coursework. Search Dragons Den on Youtube and make notes on the characteristics each person showed. E.g. Confidence

Here are some videos to get you started:

<https://www.youtube.com/watch?v=sYeeOarxfng>

https://www.youtube.com/watch?v=KRrXRJ_vrl8

8. Please familiarise yourself with the course via the exam board website

<https://qualifications.pearson.com/en/qualifications/btec-technicals/business-enterprise.html>