

Starting a Small Business – Edexcel & AQA
GCSE Business Studies – Unit 1
 Central Hall, Manchester, February 4th 2010
 Friends' House, London, February 12th 2010

A day focused on Entrepreneurship and Exam Success, featuring:

- **Rob Hazell, founder of Shakeaway;** a fabulously successful business that grew from 15 to 42 milkshake outlets in 2009
 - **Duncan Goose**, on starting up 'One Water'
- **Ian Marcousé**, author, senior examiner and small business mentor
- **Matteo Pantani**, founder of Scoop ice cream, Covent Garden

1. Introduction to Success at GCSE Ian Marcouse explains the skills needed to turn classroom knowledge into exam success at GCSE. He focuses on the difference between common sense and knowledge, and the crucial role of application.	10.45 - 11.05
2. Shakeaway – booming in recession Founder Rob Hazell explains how Shakeaway started up – the ups and the downs. Then he brings the story up to date with an insight into how the company chooses entrepreneurs wanting a Shakeaway franchise. He gives a full account of why people want to buy a franchise and why his company is keen to sell them. This is a business that is booming in recession – just how well can it perform in the future? America here we come?	11.05 – 11.35
3. Quick Test 8 questions; 8 prizes; a short, sharp relaxer to give everyone the chance to think, shout and win.	11.35 – 11.45
Break 11.45 – 12.05	
4. Duncan Goose – Starting Up One Water Duncan's extraordinary business is an eye-opener. One Water donates all its net income to building children's roundabouts in Africa. When the kids play, clean water is drawn from the ground. He tells a great story, with many lessons about the ups, downs and varying motives involved in business start-up.	12.05 – 12.35
5a. Success at the Edexcel Unit 1 exam Ian Marcouse will explain in detail the exam technique needed to succeed at the Unit 1 exam. He'll go through specimen questions to explain how best to tackle them. The difference between one grade and another is only 1 mark; he is sure his talk will be worth quite a few marks.	12.35 – 1.10
Lunch Time: AQA students: 12.35 – 1.30 Edexcel students: 1.10 – 2.05	
5b. Success at the AQA Unit 1 exam Ian Marcouse will explain in detail the exam technique needed to succeed at the Unit 1 exam. He'll go through specimen questions to explain how best to tackle them. The difference between one grade and another is only 1 mark; he is sure his talk will be worth quite a few marks.	1.30 – 2.05
6. Chris Hughes – the Motivator Chris works with businesses to get staff to maximise their performance. Today he'll be focusing on getting the absolute maximum out of everyone in the room. This session will be lively – and very, very useful.	2.05 – 2.30
7. BIG Quiz. (With edible prizes) – can also be used as a comfort break	
8. Successful Business Plan Just how tough is it to start a business? Matteo's fabulous Scoop ice cream business is now in its 3 rd year, and making a good profit. But starting was tough. Matteo will talk about starting the business from scratch in 2007; Ian will explain how Scoop used a business plan to help it succeed	2.40 – 3.15
9. Short, Sharp Revision Tips Ian finishes off the day with 10 Top Tips for revision for the Unit 1 exam.	3.15 – 3.30

Tickets for the day cost £13+VAT. The price includes Revision Notes written by Ian Marcousé

A-Z Business Training

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GCSE Student Conferences – February 2010

Dear Colleague,

I am delighted to announce two very exciting GCSE conference line-ups for London and Manchester. Both programmes are focused on the GCSE Unit 1 topic of Business Start-Up/Entrepreneurship. They should be perfect for students of the new Edexcel and AQA GCSEs, but perhaps worth thinking about for pupils following other GCSE boards. Both programmes should provide students with a memorable as well as useful day.

The venues are:

1. February 4th 2010, Manchester, Methodist Central Hall, Oldham Street, nr Piccadilly Gardens (and therefore Piccadilly station). Oldham Street has plenty sandwich shops nearby, and the Hall itself is big enough to cope with plenty of packed-lunchers.

2. February 12th 2010, London, Friends' House, right opposite Euston Station. This makes it easy for access and also for a wide range of shops and cafés. Friends House also has an in-house café and plenty of seating, if you want to keep the students from going outside.

If you have not organised one of these events before, the format is:

1. Ring, email or post/fax the form overleaf to establish how many places you would like held provisionally.
2. We'll send you a firm booking form and a deadline for firming things up. Experience shows that the shorter the deadline you set for your students the easier it is to get the money sorted.
3. When you have collected the money, send it through or ask us to invoice your Bursar. I'll be pressing for finalised bookings by January 12th. If you book later than that, please add your home telephone or email, so that I can get hold of you in the evening if necessary.

To maintain a good buzz, the programme also features two of our customary, fun quizzes. The talks will be short and sharp, as we know that GCSE students get restless after 15-20 minutes.

The price of £13 per head excludes VAT, as people keep telling me that schools and colleges can get the money back. Unfortunately I do have to pay it, so I'll be adding it on to the bills. Staff get one free place for every 10 students and will be provided with morning tea/coffee and a sandwich lunch. Student lunches are not provided.

Yours faithfully,

Jan Marcoué

GCSE Business, February 2010

Provisional Bookings to: A-Z Business Training, 3 Rayleigh Road, London SW19 3RE Or send a fax to 020 8540 4188; or email atozbusinessstraining@btopenworld.com.

Please book the following places

	STUDENT PLACES		
	Provisional	Firm	Teacher places

for Manchester Feb 4th 2010:

for London Feb 12th 2010:

Name of staff member responsible (to whom further details will be sent, plus a firm booking form, if booking is provisional)

School/College name and address: _____

Your email address: _____

Home or mobile phone (optional, but helpful) _____
