

## Key Vocabulary for Spring Term Overviews

| <b>Subject: Business Studies</b>   | <b>Year Group: 11</b>   |  |
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| <b>Key Learning Points/<br/>End Points</b>   | <b>Key Vocabulary</b>   |  |
| <p><b>Brand Identity</b><br/>Students will learn about developing a brand identity and different marketing strategies that can be implemented to encourage an increase in sales.</p>   | <p>Brand<br/>Brand Image<br/>Customer profile<br/>Promotion<br/>Pop-ups<br/>Banner advertising<br/>Direct marketing<br/>Sponsorship<br/>Pitch<br/>Investor<br/>Professionalism<br/>Verbal skills</p>  | <p>How a business is identified by others such a customers and competitors.<br/>The visual elements of a brand such a logo or slogan.<br/>Research vital information about customers to ensure you can target them appropriately.<br/>The different methods used to make customers aware of products or services.<br/>Mini adverts on screens to attract customers attention.<br/>A form of advertising containing a product’s information that moves across a screen.<br/>A method of advertising that is targeted to specific customers.<br/>Placing the name of another business who has donated to a business in an advert.<br/>Communicating and presenting a business idea to an audience.<br/>A wealthy person listening to a pitch who may invest money.<br/>Displaying conduct of high quality and that within a work place.<br/>Communicating via voice.</p>   |
| <p><b>Product Development</b><br/>In this unit, students will revisit the Product Life Cycle and look at different strategies businesses an implement to deal with negative impact such as product decline or external influences.</p> | <p>Product Lifecycle<br/>Development<br/>Introduction<br/>Growth<br/>Maturity<br/>Decline<br/>Extension Strategy<br/>USP<br/>External factors<br/>Political factors<br/>Social factors<br/>Economic factors<br/>Technological factors<br/>Financial viability</p> | <p>The length of time from when a product is created to until it is removed from the shelves.<br/>The stage of researching and design a new product.<br/>The stage when a new product is introduced to the market for sale.<br/>The stage when a new product is in high demand.<br/>The stage when a product is no longer new and lots of people regularly buy it.<br/>When the product is no longer wanted and sales volumes reduce.<br/>Adapting a product or brand in some way to encourage customers to continue buying a product.<br/>Unique Selling Point. Something that makes a product differ from similar existing products.<br/>Factors the occur outside of the business may impact its success.<br/>Any factor relating to the government or laws.<br/>Any factor relating to society or the people.<br/>Any factor relating to money or the economy.<br/>Any factor relating to technology or machinery.<br/>Whether a business idea is likely to achieve success and cover all costs or even make a profit.</p> |