



# GCSE Business

## Teaching Ideas

### The B-Corp Challenge

Evaluate a local business against the Social and Environmental Standards of a B-Corp.



### Pop-up Logistics

Calculate the "Break-Even" point for a weekend stall at the Royal Welsh Show.

### Circular Packaging

Redesign the packaging of a Welsh product (e.g., Halen Môn) to be 100% plastic-free.



Mazaruni, [CC BY-SA 4.0](https://commons.wikimedia.org/wiki/File:Mazaruni.jpg), via Wikimedia Commons

### Seasonal Pivot

Design a Winter Tourism strategy for a coastal town like Tenby to combat unemployment.

### TikTok Funnel

Create a sponsored ad campaign for a new Welsh Start-up targeting Gen-Z.



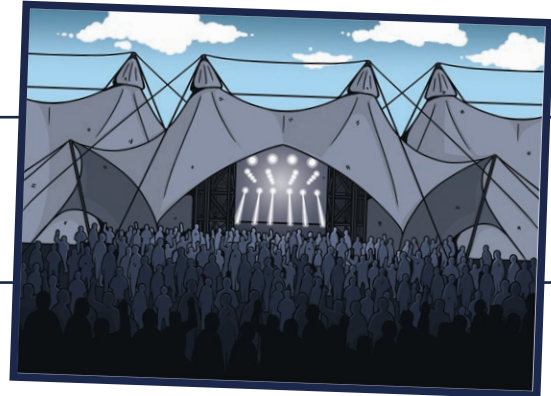
### Supply Chain Trace

Conduct a photography project exploring "What does it mean to be Welsh today?"



### Successful Welsh Business

Analyse the success of a Welsh business, reasons for success and suggestions for future growth.



### Music Festival Marketing

Creating a new Music Festival. Considering location, facilities, marketing and costs.