

## Unit R063 – Setting up and running an enterprise

### Mind mapping and SWOT analysis

#### *Instructions and answers for Teachers*

*These instructions should accompany the OCR resource 'Mind mapping and SWOT analysis', which supports Cambridge Nationals in Business and Enterprise Level 1/2 Unit R063 – Setting up and running an enterprise.*



OCR Business Level 1/2

Unit R063 – Setting up and running an enterprise

Mind mapping and SWOT analysis

Every business enterprise begins with an idea. Successful entrepreneurs spend a lot of time thinking up new ideas or developing existing ones. Even more time is spent researching whether the idea could be commercially successful.

A mind map is often used to generate new ideas or develop existing ideas. SWOT analysis is commonly used to research the ideas further. The tasks which follow will help you develop these important business skills.

**Task 1**

A mind map is a diagram of ideas. Use the template on the sample or mind map and record your findings in the box below. Write down your source.

Source:

**Associated Files:**  
Mind mapping and SWOT analysis

**Expected Duration:**  
Task 1 - approx 20-30 minutes  
Task 2 - approx 30-45 minutes  
Task 3 - approx 20-30 minutes

This resource comprises of three tasks.

The tasks can be completed individually, in pairs or in small groups. Learners will need access to the Internet for Task 1.

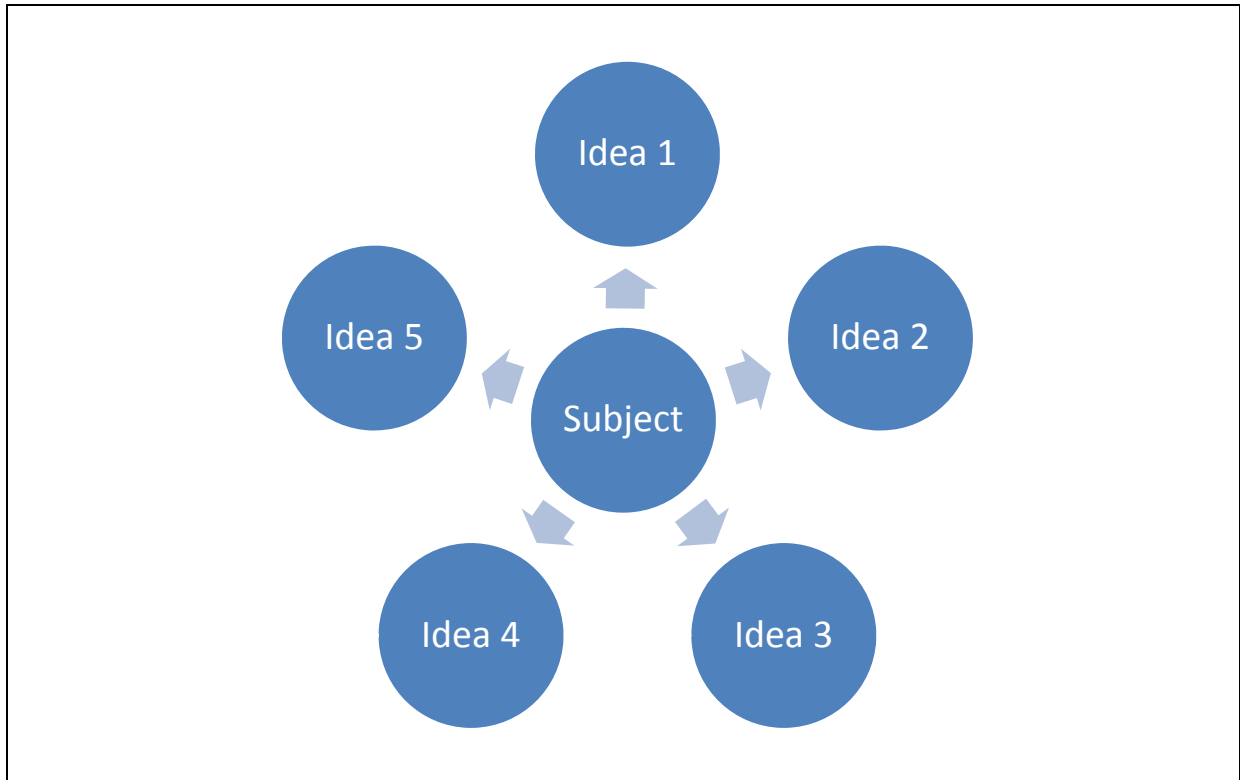
Every business enterprise begins with an idea. Successful entrepreneurs spend a lot of time thinking up new ideas or developing existing ideas. Even more time is spent researching whether their ideas could be commercially successful.

A mind map is often used to generate new ideas or develop existing ideas. SWOT analysis is commonly used to research the ideas further. The tasks which follow will help you develop these important business skills.

## Task 1

A mind map is a diagram of ideas. Use the Internet to find one example of a mind map and record your findings in the box below. Write down your source.

Example below.

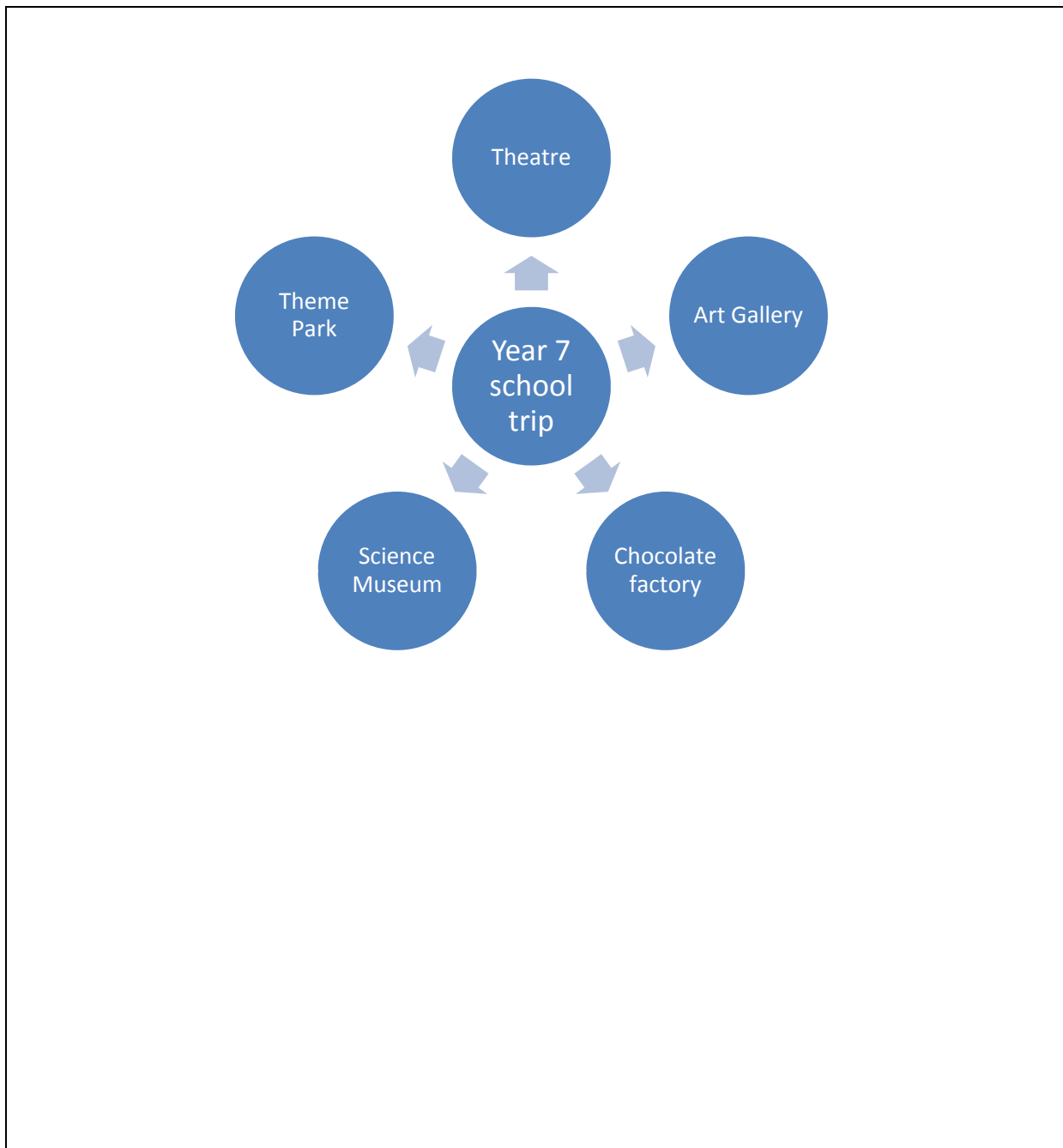


Source:

## Task 2

The Head of Year 7 wishes to take all 150 pupils on a school trip to celebrate the school's 50th anniversary. The trip should be fun and educational. You have been asked to generate ideas. Produce a mind map of your ideas.

Example below.





### Task 3

A SWOT analysis researches the strengths, weaknesses, opportunities and threats of a business idea. Strengths and weaknesses are factors from within the business which affect its success eg the skills of the staff. A business can control its internal factors. Opportunities and threats are factors outside of the business which affect its success eg social trends. A business cannot control its external factors but must take them into account.

Choose one of your ideas for the Year 7 school trip from Task 2. Produce a SWOT analysis for your selected idea using the template below. Try and include at least two entries in each box.

#### SWOT Analysis

Selected idea .....Theatre.....

<p><b>Strengths:</b></p> <p>Should prove entertaining          Opportunities for learners to socialise          Not weather dependant          Requires low levels of staff supervision          First aider on site</p>	<p><b>Weaknesses:</b></p> <p>Requires staff supervision for toileting/refreshments          Requires learners to be quiet and well behaved</p>
<p><b>Opportunities:</b></p> <p>Discounts for group bookings          Refreshments available          Links with English if correct show chosen</p>	<p><b>Threats:</b></p> <p>Ticket price expensive          Transport required          Safety issues</p>



*These activities offer an opportunity for English skills development.*

## LESSONElements

**The building blocks you need to construct informative and engaging lessons**

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