

1.7 Expanding a Business

AQA GCSE 9-1

The purpose of business activity, the role of business enterprise and entrepreneurship, and the dynamic nature of business.

Key Learning Question	Notes	Self-assessment	Revised
Describe the different ways that businesses grow – <ul style="list-style-type: none">• Franchising• Opening new stores• E-Commerce• Outsourcing• Mergers• Takeovers			
Explain the advantages and disadvantages of the different ways that businesses grow			
Analyse the benefits of growth in terms of cutting costs through economies of scale and the possible drawbacks due to diseconomies			
Describe the meaning of key terms – purchasing economies of scale and technical economies of scale			
Calculate and interpret average unit costs			

Key Skills

- Application of case studies
- Literacy: Extended writing and exam questions
- Analysis

Key words

- **Expanding**
- **Franchising**
- **E-Commerce**
- **Outsourcing**
- **Mergers**
- **Takeovers**
- **Economies of scale**
- **Diseconomies of scale**
- **Purchasing economies of scale**
- **Technical economies of scale**
- **Average unit costs**

Target grade: _____

Working at grade: _____

Targets to improve:

1)

2)