

YEAR 9 A/E - BUSINESS

WEEK 8 (18th October to 22nd October, 2020)

All intimation will be sent to the students through Google Classroom, Zoom.

Topic 1.2: Spotting a business opportunity

Lesson 4 : Customer Needs

Learning Objectives:

- To identify customer needs
- To examine what are the needs of customers
- To discuss the importance of identifying and understanding customers and their needs

Lesson Outcome: Students will be able to

- Outline the needs of customers
- Describe the needs of customers
- Explain the importance of identifying and understanding customers and their needs

Sunday – 18/10/20 4th Period - Zoom	<i>Teacher input & activity:-</i> <ul style="list-style-type: none">● PPT on Customer Needs● Introduction to the topic –students will do the activity on pg 31, teacher will further explain the three main customer needs of price, quality and choice with the help of a PPT <i>Activity : - Read Case study JustPark . Discussion on Crowd funding</i> <i>Answer the exam style question on Page :- 31</i> <i>Resources: Device, textbook, GC, Bitesize, Videos</i>
Tuesday –20/10/20 3rd period – Zoom	<i>Teacher Input & Activity:</i> <ul style="list-style-type: none">● PPT on Customer Needs● Teacher will recap the last lesson of customer needs and continue with customer need of convenience, students will have a discussion on the importance of identifying and understanding customers and their needs● <i>Activity:- –Past paper questions</i> <i>Resources: Device, textbook, GC, Bitesize, Videos</i>
4th period - GC	<i>Teacher Input & Activity:</i> <i>Complete strengthen questions 1,2,3</i> <i>Resources: Device, textbook, GC, Bitesize, Videos</i>