

YEAR 13 - BUSINESS

WEEK 24 (7th -11th Feb, 2021)

Blended/ Distance Learning

Sunday, 7th February

Research: The UK Restaurant, Fastfood and Takeaway Industry

Learning Objective:

To analyse the trends over the last 10 years in the UK Restaurant, Fastfood and Takeaway Industry

- Demographic change
- Changing costs and prices
- Change in health, lifestyle and diets
- Emergence of recipe boxes
- Consumer tastes and preferences

Lesson Outcome:

- Students will be able to be [Link to the research area on Trends to the units where trends are mentioned:](#)
- 1.3.1 Product / service design
- 1.3.2 Branding and promotions (covered in PPT C Marketing)
- 1.3.3 Pricing strategies
- 2.2.1 Sales forecasts

<p>Sunday- Lessons 7 and 8</p> <p>2 Zoom Lessons (details to be intimated on Google Classroom)</p>	<p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students. The pre released case study for 2021 Paper 3 will be introduced.</p> <p><i>Teacher Input:</i> Encourage students to undertake a research on the trends in the in UK fastfood industry over the past 10 years.</p> <p><i>Homework:</i> Research on topics assigned and preparation of presentations.</p> <p><i>Resources:</i> Relevant Resources will uploaded on GC, PPT slides and embedded videos, Fully charged electronic device, notebook and stationary.</p>
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