



BUSINESS

Studies

Junior Certificate

Higher and Ordinary

Level



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REVISION NOTES

From first to sixth year for all you need to know it's the place to go!

**Author**

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## Chapter 1: How to write a letter

- Writing a letter can be easy if you follow a few simple rules.
- Take your time and think carefully about **WHO** you are writing to.



### 1. Starting off.....

- Correct addresses: YOUR address (right)
- Date
- **Their** address (left - but only if it is an official letter, not personal)
- Re:
- Dear Sir or Madam ( *or their actual name...Jim, Anne,Mr.Jones, Miss.Peters,*
- Indent (bring it in a bit) the first word under 'Madam'

### 2. 1st paragraph....

- *Why* are you writing to them...*"I am writing to you to because...."*
- Explain who YOU are....
- Be polite! *"I hope you don't mind me writing to you but I had tell you about.."*
- Be strong (If it is a letter of complaint) eg. *"I must inform you that I am not happy with...."*

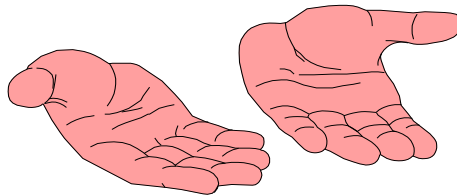
### 3. 2nd paragraph.....

This is the MAIN section of your letter

- You can have more than one paragraph
- If it is a persuasive letter, then take 1 or 2 points of persuasion for each paragraph

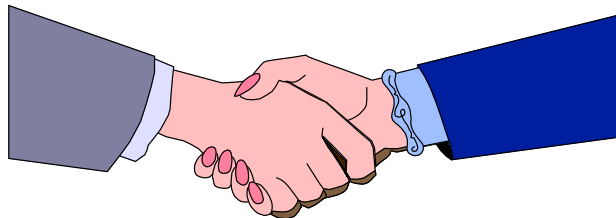
- Don't make one enormous paragraph- it looks boring!
- Use connectives (firstly, secondly, next,...)
- State each point, then back it up eg. *I believe Italy will win the World Cup because they have extreme talent and have greater fitness.*
- Offer your own opinion on things. eg. *I firmly believe that custard is the finest food because it is smooth yet refined*
- Use any planning sheet you have to tick off each point you are making.
- Use facts to back up your arguments eg. *In a recent school survey, 94% of boys would like Kylie as their girlfriend.*

#### 4. Last paragraph.....



- This is a concluding paragraph eg. *To sum up, I would say that...*
- Give an overall view of the letter. eg. *What I am trying to say to you is that I would dearly love you to come and stay with us.*

#### 4. Signing off.....



- If you know them personally - Yours sincerely
- If you don't know them - Yours faithfully
- Signature & print name
- **RE-READ YOUR WHOLE LETTER!!!!**

## Chapter 2: Marketing

1. Calculating the selling price
2. Forms of market research
3. Designing a questionnaire
4. Forms of promotion

### 1. Calculating the selling price

- ▶ The selling price must be higher than the cost price in order to make a profit.
- ▶ Normally a % will be added onto the cost price
- ▶ This % will be called mark-up

Example: the cost of producing 200,000 hoodies is €4,000,000. Mark-up is 30%. Calculate the selling price per hoody

$$4,000,000 \div 200,000 = 20$$

$$20 \div 100 \times 30 = 6, \text{ so selling price is } 20 + 6 = 26$$

### 1. Forms of market research

- ▶ Desk research – using information that already exists (secondary research) Examples: sales reports, census, internet, newspapers.
- ▶ Field research – collecting information from customers (primary research) Examples: questionnaires, interviews, observation, customer suggestions, staff suggestions

### Designing a questionnaire

- ▶ Make it quick & easy for the person to fill out the questionnaire
- ▶ Have most of your question as tick the box
- ▶ Have some questions yes/no answers, some multiple choice & one or two open-ended questions (what do you think of .....)
- ▶ Have your yes/no question at the start so you don't have to read all the questionnaires e.g.

Do you play sports?

Yes

No

## 2. Promotion

### Advertising is a part of promotion

- ▶ The press
- ▶ TV
- ▶ Radio
- ▶ Internet
- ▶ Bill Boards
- ▶ Lorries

### Sales promotions

- ▶ Free samples
- ▶ Special offers
- ▶ Loyalty cards
- ▶ Sponsorship

The four P's of marketing are:

- ▣ **Product**
- ▣ **Price**
- ▣ **Promotion**
- ▣ **Place (Channel of distribution)**