Edexcel A level Business – essay planning sheet

Write the question in here

Unit number

Number of marks for the question

Breakdown of knowledge, application, analysis and evaluation number of marks for each

Kno = App = Ana = Eva=

Definition – take a **business term** from the question

Specific context **words** or **phrases** from the case study – that are about that industry. These will be useful to keep you in context. How many of these can you use instead of; they, their, them, the business, the company etc.

Exciting **numbers** from the case study – any numbers that could be used to make your points?

Of course this all **depends on**….. use your PESTLE factors here – add the one which would be the most suitable

In **conclusion** it’s clear to see from extract …. (Make a full conclusion with a quote to back up your judgement, don’t sit on the fence perhaps say which impact will be the biggest and why.)

Point 3 – **counterbalance** evidence and explain

Point 2 evidence and explain

Point 1 evidence and explain