

**Key terms**

**Private Sector** - A business not controlled by the government. Privately owned business ran in order to make a profit.

**Public Sector** - Controlled by the government and are non-profit.

**Voluntary Sector** - Charitable trusts that focus on helping the public. They are non-profit.

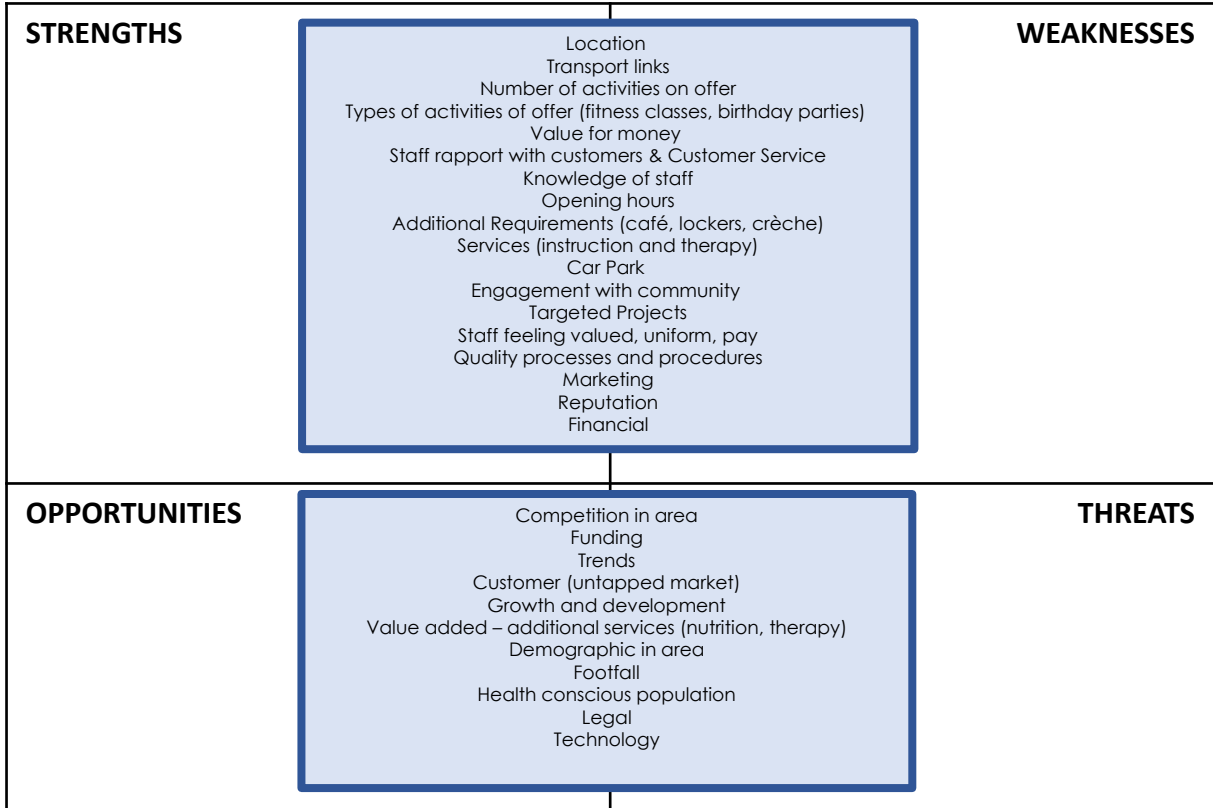
**Scope** - how far the business extends around the world.

**Size** - total number of employees.

**Unlimited liability** - there is no limit to the amount of debt that they are responsible for.

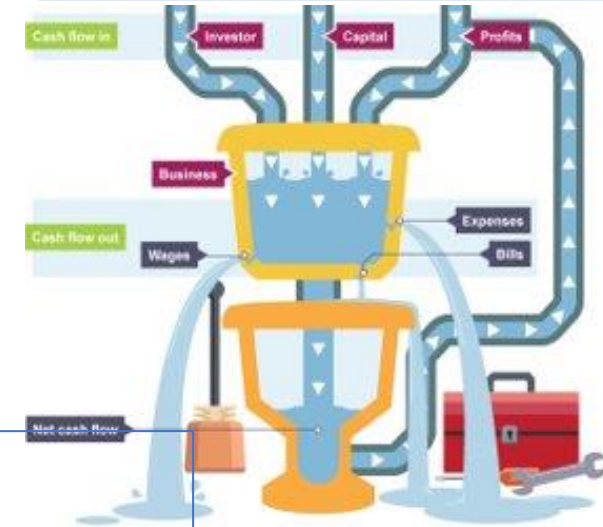
**Limited liability** - Only accountable for what you have invested.

**Cash flow** - The total amount of money flowing into and out of a business.



**Aims of private sector businesses**

- Making profit
- Break-even (important for new businesses)
- Survival
- Growth
- Market leadership
- Diversification
- Service provision (specialised staff)
- Strong customer service/satisfaction



**Q1 Answer Structure:**

- What is it?
- Expand on information.
- Advantage/disadvantage or benefit/impact to the business.
- Compare to other businesses.

**Q3 Tips:**

- 12 recommendations needed – do not justify and do not use research
- Number each recommendation

**Q4 Tips:**

- Number each justification to match with the recommendation in Q3.
- Remember this is the impact on the business.

Demographic Groups	Explanation
Ethnicity	Sports businesses will often target ethnic minority groups to tackle potential inequality and provide access to sports without stereotyping.
Age	Allows people of a certain age group to exercise together on the basis that they are similar ability. E.g. leisure centres may offer a yoga class to over 50's.
Gender	Allows people of the same gender to exercise together, often for a sense of comfort and lack of intimidation. E.g. swimming pools offer ladies only swim sessions.
Socio-economic	Displaced people (asylum seekers and refugees) may find it difficult to access facilities. Socio-economic groups can also refer to an individuals income.
Disability	Sports businesses are encouraged to become more welcoming and accessible to people with disabilities.