2.1.1 Business growth			
Methods of business growth and their impact: ● internal (organic) growth: • new products (innovation, research and development) • new markets (through changing the marketing mix or taking advantage of technology and/or expanding overseas) ● external (inorganic) growth: • merger • takeover			
The types of business ownership for growing businesses: ● public limited company (plc)			
Sources of finance for growing and established businesses: ● internal sources: • retained profit • selling assets ● external source: • loan capital • share capital, including stock market flotation (public limited companies)			
2.1.2 Change in business aims and objectives			
Why business aims and objectives change as businesses evolve: ● in response to: • market conditions • technology • performance • legislation • internal reasons			
How business aims and objectives change as businesses evolve: ● focus on survival or growth ● entering or exiting markets ● growing or reducing the workforce ● increasing or decreasing product range			
2.1.3 Business and globalisation			
The impact of globalisation on businesses: ● imports: competition from overseas, buying from overseas ● exports: selling to overseas markets ● changing business locations ● multinationals			
Barriers to international trade: ● tariffs ● trade blocs			
How businesses compete internationally: ● the use of the internet and e-commerce ● changing the marketing mix to compete internationally			
2.1.4 Ethics, the environment and business			
The impact of ethical and environmental considerations on businesses: ● how ethical considerations influence business activity: possible trade-offs between ethics and profit			

● how environmental considerations influence business activity: possible trade-offs between the environment, sustainability and profit ● the potential impact of pressure group activity on the marketing mix			
2.1.1 Product			
The design mix: ● function, aesthetics, cost The product life cycle: ● the phases of the product life cycle ● extension strategies The importance to a business of differentiating a product/ service			
2.2.2 Price			

● pricing strategies
● influences on pricing strategies:
    • technology
    • competition
    • market segments
    • product life cycle			

2.2.3 Promotion			

● appropriate promotion strategies for different market segments:
    • advertising
    • sponsorship
    • product trials
    • special offers
    • branding
● the use of technology in promotion:
    • targeted advertising online
    • viral advertising via social media
    • e-newsletters			

2.2.4 Place			
● methods of distribution: retailers and e-tailers (e-commerce).			
2.2.5 Using the marketing mix to make business decisions			
How each element of the marketing mix can influence other elements. Using the marketing mix to build competitive advantage How an integrated marketing mix can influence competitive advantage			

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