**Why new businesses come about: Starter Activity**

**Task 1:**

1. What is the difference between the terms ‘Goods’ and ‘Service’?
2. What is a supplier? What might a supplier provide to Nike ?
3. What labour, machinery and raw materials will Nike need to produce trainers?
4. What is the difference between a ‘Consumer’ and a ‘Customer’?

**Task 2:**

In Barnet Shopping Centre there is a vacancy for a new restaurant in the food court. There are several restaurants in the food court including Subway, Burger King and KFC. Being able to own your business has been something Leon has desired for a long period of time. Leon has worked in the restaurant business for five years and specialises in Mexican cuisine. He has never previously owned a business. Here you need to provide some recommendations on what Leon must think about before starting up his own fast food restaurant business on each of the following categories.

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| **Criteria** | **What must Leon consider?** |
| **Suppliers** |  |
| **Production** |  |
| **Competition** |  |
| **Customers** |  |