



# THE TIMES 100

## BUSINESS CASE STUDIES

### SLEPT analysis teacher guide (IPO)

#### Sorting activity

Internal factors	External factors
Quality of the workforce	Recession
Level of training provided to employees	The ageing population
Marketing campaigns	Anti-discrimination legislation
Quality of leadership and management	The growing use of the internet
Effectiveness of communications	Trend for healthier lifestyles

#### GCSE activity – training activity

Independent enquirers	Team workers	Effective participants	Self managers	Reflective learners	Creative thinkers
	✓	✓			

#### ‘A’-Level activity – SLEPT analysis for a chosen business

Independent enquirers	Team workers	Effective participants	Self managers	Reflective learners	Creative thinkers
✓			✓		

E-D students are likely to identify some external factors in the context of the given organisation.

C-A students are likely to analyse external factors under all of the heading in a SLEPT analysis. To reach AO4 students may evaluate the short and long term impacts of these factors as well as the relative importance of the impacts.



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## BUSINESS CASE STUDIES

### SLEPT analysis worksheet

1. External influences are those which are outside the control of the business or over which the business has very little control
2. SLEPT stands for social, legal, economic, political and technological
3. The four main categories of intellectual property are patents, design rights, trademarks and copyright

Possible insertions in the table include:

External influences	Impact on firms & their intellectual property	Response by firms and the IPO
<b>Social</b> Factors relating to the workforce and to consumers	Growth in the number of small firms. More firms being started by women.	Services developed to meet the needs of small businesses e.g. the CEU and educational work such as <a href="#">Cracking ideas</a>
<b>Legal</b> The legal framework in which a business operates	Legislation concerning copyright, patents, trademarks and designs.	Working to combat IP crime such as pirating DVDs.
<b>Economic</b> The economic climate and factors such as interest rates	The difficult economic trading conditions of the last couple of years.	Encouraging investment in innovation during the downturn. Making the registering of patents cheaper and easier.
<b>Political</b> Government policies that affect business	The aim of BIS to build a competitive and dynamic UK economy.	Working in partnership with BIS and giving practical advice to entrepreneurs
<b>Technological</b> The opportunities and threats provided by changing technology	The growth of the internet.	Providing services to help businesses protect and exploit their inventions and creativity e.g. IP Healthcheck