



# **TEACHER WEBINAR SERIES**

# **#5**

**GD EDUCATION**

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# Introduction

- **eBook App**
- **Whats new each week**
- **Book translation (e.g. Ukranian)**
- **Student accounts (emails)**
- **Books**
- **Bias, approaches, inspections - what is the aim?**
- **Exam Structure**
- **Classroom Strategies**

# Exam Structure

## Written examination

The written examination will consist of a range of question types. The senior cycle key competencies (Figure 2) are embedded in the learning outcomes of this specification and will be assessed in the context of the learning outcomes. The written examination paper will include a selection of questions that will assess, appropriate to each level:

- the learning described in the four contextual strands of the specification and the unifying strand
- application of the cross-cutting themes of ethics and sustainability, business and financial literacy, entrepreneurial thinking, and digital transformation
- students' capacity to engage with the world of business and business in the media.

**HL & OL**

### Instructions

There are **five** questions in this paper.

Question 1                      90 marks  
 Questions 2 to 5              70 marks each

Answer **Question 1** and any **three other** questions.

## HL Paper 1

[www.gavinduffybusiness.com](http://www.gavinduffybusiness.com)

Produced for Back In Business

		Strand & Chapter	Learning Outcome	Paper	Q	Part	Question
S1	Ch2	S1 Ch2 Forms of business, business regulation and governance	2.1 Distinguish between public, private, and not for profit enterprises and analyse the contribution of each of these types of enterprise both locally and nationally.	HL1	Q1	(a)	Outline one way ProjectOne contributes to the local economy.
S3	Ch14	S3 Ch14 Leading and managing people	14.12 Identify the opportunities and challenges associated with remote and blended working arrangements for both employees and employers.	HL1	Q1	(b)	Identify three challenges for ProjectOne with their current working arrangements (blended working)
S3	Ch13	S3 Ch13 Leading and managing an organisation	13.2 Analyse the significance of organisational culture and innovation in successful organisations.	HL1	Q1	(c)	Analyse three ways ProjectOne's organisational culture has contributed to the success of the business.
S2	Ch7	S2 Ch7 Idea development	7.2 Outline design thinking as an innovative approach to idea development and appreciate how the process is iterative and both solution- and person-centred.	HL1	Q1	(d)	Outline how ProjectOne can use each of the four phases of design thinking to successfully meet GlowInc's expectations.
S2	Ch11	S2 Ch11 Growth, development, and expansion	11.1 Demonstrate an understanding of the importance of identifying competition in the market.	HL1	Q1	(e)	Identify Glow Inc's potential competitive advantage and, based on this advantage, recommend an appropriate strategy for launching their new product on the market.
S2	Ch11	S2 Ch11 Growth, development, and expansion	11.2 Use Porter's five forces model* to identify and analyse competition in the market and use these findings to identify the competitive advantage of a business.	HL1	Q1	(e)	Analyse the competitive forces in the market for Glow Inc using Porters Five Forces Model.
S1	Ch1	S1 Ch1 Key stakeholders in business	1.2 Demonstrate stakeholder interactions and conflicts	HL1	Q2	(a)	(ii) Outline the importance of Grainne's relationship with her suppliers.
S2	Ch6	S2 Ch6 Enterprise in its broadest sense	6.2 Identify the competencies* of innovators and outline why these are significant when starting a business.	HL1	Q2	(a)	(i) Identify four key competencies that innovators such as Grainne Mullins possess.
S2	Ch8	S2 Ch8 Business planning	8.7 Identify and compare a number of technology-driven business models and outline the key characteristics of each model.	HL1	Q2	(b)	(i) Explain the term Crowdfunding. (ii) Explain two key characteristics of each of the following technology-driven business models: Subscription, Advertising
S1	Ch5	S1 Ch5 Irish business globally and internationally	5.4 Outline the factors to be considered when trading internationally.	HL1	Q2	(c)	Outline three factors that Grá Chocolates should consider before expanding into the international market.
S1	Ch3	S1 Ch3 Business and the economy	3.1 Explain how economic indicators can impact on business development and growth.	HL1	Q2	(d)	Explain the impact of three economic indicators on business growth.
S1	Ch2	S1 Ch2 Forms of business, business regulation and governance	2.5 Outline the three factors considered in an ESG report.	HL1	Q3	(a)	Identify the three elements of an ESG report.
S1		Mix			Q3	(b)	Lobbying, privatisation, trade bloc, balance of trade formula, ECB set interest rates in Ireland
S4	Ch18	S4 Ch18 Making informed financial decisions	18.5 Outline how a person's credit rating is established, the factors that can impact on credit rating, and the consequences of a poor credit rating.	HL1	Q3	(c)	Outline three factors that can affect a person's credit rating.
S4	Ch17	S4 Ch17 Making informed decisions as a consumer	17.3 Investigate how digital technology impacts on consumer behaviour.	HL1	Q3	(d)	Analyse three ways digital technology can influence consumer behaviour.
S2	Ch12	S2 Ch12 Managing risk	12.3 Analyse a range of risk management strategies that can be used to respond to the challenges and risks in business.	HL1	Q3	(e)	Discuss four risk management strategies that can be used by businesses to respond to potential risk.
S1	Ch5	S1 Ch5 Irish business globally and internationally	5.10 Explain what is meant by Foreign Direct Investment and investigate how the Irish government promotes Foreign Direct Investment.	HL1	Q4	(a)	Outline two reasons why a business such as Dexcom, would locate in Ireland.
X	X	Mixture of strands		HL1	Q4	(a)	(ii) 1 A STEEPLE analysis may be used to assess the impact of internal factors on a business 2 Variable costs include employee wages, insurance and electricity 3 Conciliation is a process of conflict resolution where an independent third party issues a recommendation 4 Induction Training is also known as 'onboarding' 5 Strategic Planning sets out a firm's long-term objectives
S1	Ch5	S1 Ch5 Irish business globally and internationally	5.11 Outline the contribution of Foreign Direct Investment to the Irish economy.	HL1	Q4	(b)	Outline two opportunities and two challenges of Foreign Direct Investment (FDI) for Ireland.
S3	Ch14	S3 Ch14 Leading and managing people	14.3 Evaluate how digital technologies influence the process of recruitment and selection.	HL1	Q4	(c)	Evaluate how digital technologies can influence the recruitment and selection process for businesses.
S3	Ch14	S3 Ch14 Leading and managing people	14.14 Outline the importance of corporate wellness* and investigate the impact of corporate wellness on employee motivation and organisational culture.	HL1	Q4	(d)	Discuss four ways employee motivation can be influenced by corporate wellness initiatives.
S4	Ch19	S4 Ch19 Being an informed employee	19.4 Discuss the role of the gig-based economy* and identify the associated opportunities and challenges for workers.	HL1	Q5	(a)	(i) Explain the term gig economy. (ii) Identify three challenges faced by workers in the gig economy.
S2	Ch9	S2 Ch9 The target market	9.6 Evaluate the influence of ethics and sustainability on marketing.	HL1	Q5	(b)	Outline three ways ethics is an important consideration when designing a marketing strategy.
S1	Ch4	S1 Ch4 The influence of national and EU policy	4.6 Evaluate the effect of one EU regulation of their choice and one EU directive of their choice on business activity in Ireland.	HL1	Q5	(c)	(i) Name an EU regulation you have studied and explain how it has been implemented in Ireland. (ii) Examine two positive and two negative impacts the EU regulation you named above has on different stakeholders in Ireland.
S3	Ch16	S3 Ch16 The rationale for planning	16.2 Analyse the reasons for resistance to change in an organisation.	HL1	Q5	(d)	Analyse four reasons for resistance to change in an organisation.



# Classroom Strategies

## Teaching for student learning

The learning outcomes set out in this specification support the use of a wide range of approaches to teaching and learning. The specification places the student at the centre of learning and emphasises the importance of engagement with business in the real world. As students progress through their learning, they will develop a range of key competencies that are transferable across different tasks and different disciplines, enabling them to make connections between Leaving Certificate Business, other subjects, the dynamic world of business and their daily lives. Through regular engagement in discussion and groupwork, students will develop skills in reasoned argument, listening to each other and reflecting on their own work and that of others.

Opportunities for student engagement with the unifying strand, Investigating Business, across the two years of study is an important aspect of teaching and learning in Leaving Certificate Business. In their planning teachers can provide ample opportunities for students to engage with topical issues and apply the learning set out in the unifying strand which will also be applied across the four contextual strands. Students benefit from this process being approached in a developmental manner with repeated exposure, in different contexts over time.

Students should also regularly engage with the world of business through reflecting on their own understanding and other perspectives on business developments through news reports and items in the media. This may be supported through students maintaining an investigative folder across the two years of study in which they compile a collection of information from the media and other appropriate sources upon which they reflect in light of their learning in the business classroom and their own experience of the world of business. While this will not be formally assessed, developing an investigative folder will support students in applying their learning to the real world of business, in developing informed perspectives, and in gathering resources which they may draw upon as they complete their AAC.

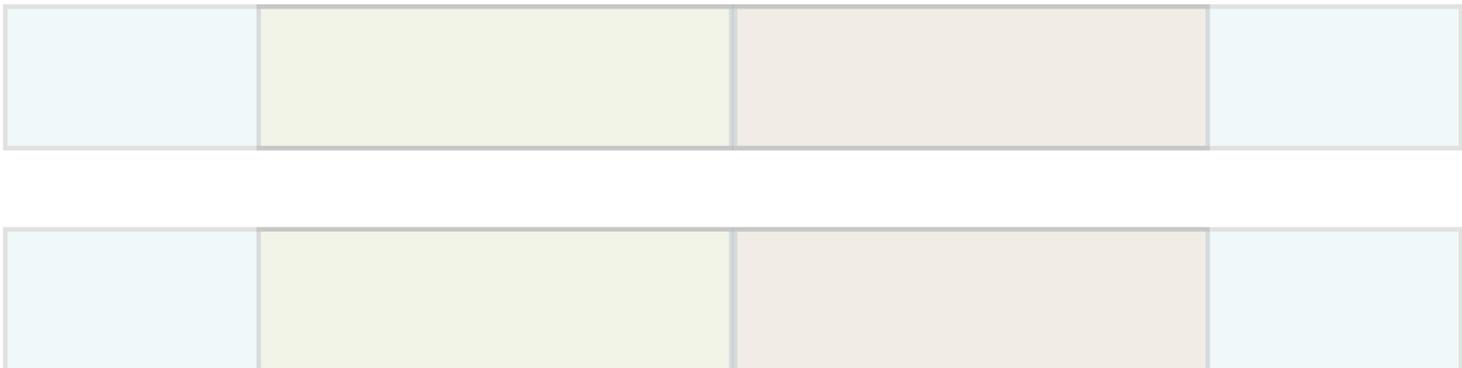
Through the cross-cutting themes, students will have an opportunity to consider the world of business and its intersection with ethics, sustainability, business, and financial literacy, all of which permeate the world of business and impact on our daily lives. They will develop an understanding of the transformative nature of digital technology and appreciate the potential of entrepreneurial thinking and innovation. Students will learn to analyse and evaluate information and will learn to use this to make informed decisions and to support their individual perspectives.

The ability to work collaboratively is an important skill in the world of business. Students learn about teamwork in Strand 3 in particular and should be afforded opportunities to engage in groupwork in the Business classroom including opportunities to discuss and share their perspectives.

The variety of learning activities that students engage in will enable them to take charge of their own learning through setting goals, identifying strengths and areas for improvement, and receiving and responding to feedback. Students will vary in the amount and type of support they need to succeed and achieve in Leaving Certificate Business. The use of approaches such as adjusting the degree of competency required, varying the amount and the nature of teacher intervention, and varying the pace and sequence of learning will help to promote inclusivity.

The use of digital technology in the classroom and beyond can also play a role in enhancing learning, teaching and assessment and can help to enhance opportunities for students to develop their key competencies. In their study of Leaving Certificate Business students may have opportunities to use digital technology to gather, analyse and present data and information, develop enhanced research skills and apply these in practice, become more independent learners through the use of appropriate digital and online supports, and engage with business in the real world.

# Group work / class time structure



“Get them working”



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Retrieval practice



From a small Kerry start-up to Ireland's number one natural protein bar brand, All Real Nutrition has mastered the art of e-commerce.

# Digital strategy drives Kerry start-up to international success



An Post

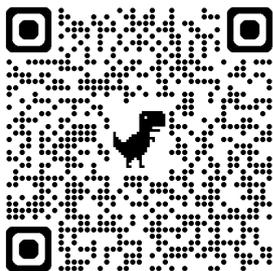
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*From a small Kerry start-up to Ireland's number one natural protein bar brand, All Real Nutrition has mastered the art of e-commerce. Authentic ingredients, a twin-track sales strategy, and smart digital marketing have helped the venture crack the lucrative US market.*

Founded in 2017 by Niall Harty and Ross McDowell, All Real Nutrition has grown from a local startup to a brand stocked in approximately 1,600 retail outlets across Ireland and America. It's their innovative approach to online sales that's truly setting them apart in the crowded protein bar market.

"All Real bars are made with real food ingredients you can actually recognise and we compete with the UPF protein brands that dominate the shelves," explains chief executive Niall Harty. "We use Irish grass-fed milk protein, fresh nut butters, and prebiotic fibres that support gut health. There are no artificial sweeteners - just genuinely good nutrition that tastes amazing."

Based in Farranfore, County Kerry, what makes All Real Nutrition interesting from a business perspective is the company's dual-channel sales approach. "We now have a 50/50 split between e-commerce and retail," says Niall. "While we've built strong national retail distribution in Ireland, our online channel is growing fast and will soon overtake retail."

### **Online Benefits**

"Every business needs a diversity of sales channels and income streams and online allows us to build a deeper relationship with our customers. We can tell our full story, gather feedback, offer exclusive products, and tailor bundles to their goals."

"Direct-to-consumer gives us more control, faster cash cycle, and a direct relationship with our customers," Niall adds. "It's also where we test new flavours and formats first. Retail is great for visibility and convenience but e-commerce gives

us speed, insight, and direct connection.”

All Real’s online presence is built on Shopify, with the company handling most website development in-house, though some technical aspects are outsourced to an agency. The site has been refreshed twice since launch, with each iteration improving speed, mobile experience, and brand storytelling.

The company uses Shopify Payments alongside PayPal, Apple Pay, and Google Pay. “Over time, we’ve expanded payment options to reduce friction at checkout,” says Niall. “Convenience and trust are key, especially for first-time customers, so we try to meet them where they are.”

### **Conquering America**

The decision to focus on the United States as the primary international market was driven by opportunity and market size. “The US has a huge health and wellness market with growing demand for real food products,” Niall explains. “Our focus really kicked off after we secured our first national retail listing there, a massive opportunity for an Irish start-up.

“Off the back of that retail success, we’ve recently launched our US e-commerce site to build a direct relationship with American customers and expand our reach.”

All Real leverages its Irish heritage to connect with American consumers. “In the US, our biggest USP is that we use Irish grass-fed milk protein, the same quality that people associate with Kerrygold. Most American consumers understand the difference that Irish dairy brings in terms of quality and nutrition.”

### **Simple Communication**

All Real’s marketing approach combines data-driven digital advertising with

authentic storytelling. "Meta ads have been our most cost-effective channel for both Ireland and the US," says Niall. "They allow us to test messaging, creative, and targeting quickly.

"Founder-led storytelling and user generated content help bring our message to life, and we focus on simple, honest communication. In a crowded space, authenticity and ingredient quality stand out.

"We lean into the fact that we're a startup and we don't pretend to be something we're not. We're real, and we focus on being as authentic as possible in everything we put out there. That's what builds trust."

A key component of All Real's e-commerce strategy is its subscription service, which drives significant customer lifetime value. According to Niall: "Once people try All Real, they tend to love it. People want less hassle, and if they've found a bar that works for them, they want it delivered automatically. It's about consistency in product quality, delivery and customer service."

## **External Funding**

Building a successful food brand requires significant capital, particularly in the early stages, and All Real Nutrition has used the Employment and Investment Incentive Scheme (EIS) to secure external funding to finance growth.

"In the early days, it's hard to have enough sales to produce the product at an efficient cost, so you're already missing margin," Niall explains. "At the same time, digital advertising can be a bottomless pit unless you've defined your inputs and outputs clearly.

"That's where investment plays a key role. It helps bridge the gap, build the right team, and keep cash flow somewhat manageable while you scale."

As All Real Nutrition continues to expand its digital footprint across two continents, the company remains true to its founding principles. "We're not trying to imitate candy bars," Niall concludes. "We're leading a real food movement."

*All Real Nutrition bars are sold in shops and supermarkets and be ordered online at [www.allrealnutrition.com](http://www.allrealnutrition.com)*



## Almond & Vanilla



NUTRITIONAL INFORMATION		
Typical Values	per 100g	Per 50g bar
Energy	1557 kJ	778 kJ
Energy	368 kcal	184 kcal
Fat	13g	7g
Saturates	1.6g	0.8g
Carbohydrates	23g	11g
Sugars	20g	10g
Fibre	16g	8g
Protein	33g	16g
Salt	0.22g	0.11g

### INGREDIENTS

milk proteins, chicory fibre, almonds, dates, grape juice concentrate, rice starch, water, Irish Atlantic sea salt, natural vanilla flavouring.



GLUTEN FREE



VEGETARIAN



HIGH FIBER



PLASTIC FREE PACKAGING



HOME COMPOSTABLE WRAPPER



1 BAR STOPS 1 BOTTLE



## US vs Them

	<b>ALL REAL</b> NUTRITION	 <b>KIND</b>	 <b>TREK</b>	<b>FULFIL</b> VITAMIN & PROTEIN BAR	 <b>GRENADE</b>
<b>Real Food Ingredients</b>	✓	⊖	⊗	⊗	⊗
<b>Protein</b>	16g	12g	9g	20g	21g
<b>Calories (kcal)</b>	180	262	242	205	233
<b>Fibre</b>	+7g	2.1g	2.3g	1.1g	1.2g
<b>Plastic-free Packaging</b>	✓	⊗	⊗	⊗	⊗
<b>Home compostable wrapper</b>	✓	⊗	⊗	⊗	⊗

## Why FULFIL?

HIGH PROTEIN · LOW SUGAR · 9 VITAMINS · GREAT TASTE

### A High Protein Snack

FULFIL bars (55g) are packed with at least 18g protein. That's at least 33% protein per bar, making FULFIL one of the highest protein bars

### Low Sugar Protein Bars

FULFIL bars (55g) have less than 3g of sugar. That's less than half a teaspoon of sugar.

### FULFIL Bars Contain 9 Vitamins

FULFIL bars contain 9 vitamins which can help reduce tiredness & fatigue and help maintain a healthy metabolism\*.

### Full of Flavour!

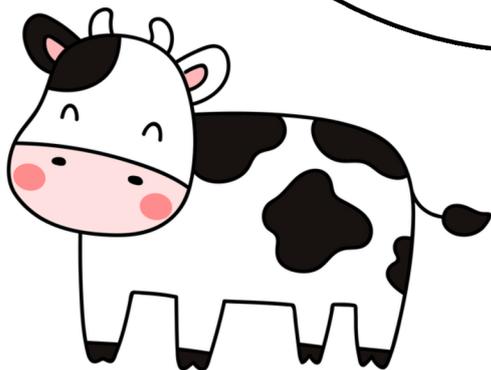
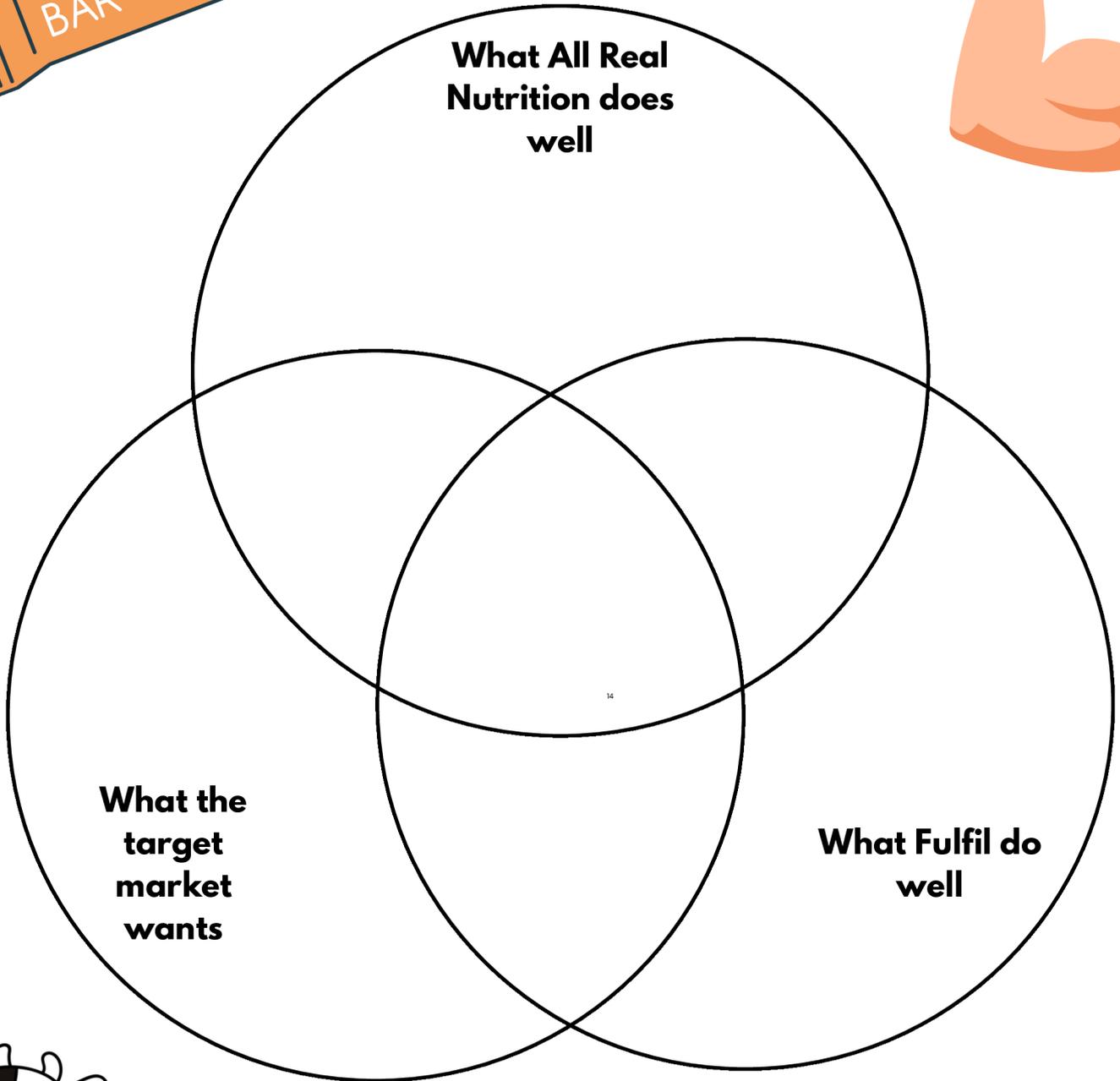
FULFIL bars are coated in chocolate with soft & crunchy textures, in a delicious variety of flavours.

\*\*FULFIL bars contain Vitamin C, B2, B3, B6, B12, Folic acid (B9) and Pantothenic acid (B5) which can help reduce tiredness & fatigue, Vitamin B1 (Thiamine) and Vitamin B2 (Riboflavin) which contribute to normal energy-yielding metabolism & Vitamin E contributes to the protection of cells from oxidative stress.

\*FULFIL bars should be consumed as part of a varied and balanced diet and a healthy lifestyle. It is advisable to consume one bar per day, considering other protein sources in the diet and ensuring adequate water intake.



Marketing Mix Element	Main parts of each element	Marketing Mix for All Real Nutrition
<b>Product/ service</b>	Function, features, design, quality and branding/brand name, logo.	
<b>Pricing</b>	Pricing strategies (premium, dynamic, penetration...) Factors that influence price, (competitors, brand image, income levels)	
<b>Promotion</b>	Advertising, direct marketing, sales promotions, public relations, personal selling, digital promotion	
<b>People</b>	Everyone involved in delivering the product or service, especially those who interact with customers.	
<b>Packaging / physical evidence</b>	Attracts, protects, provides information, gives first impression. Services have physical evidence e.g. décor in a restaurant/hotel.	
<b>Process</b>	Steps a customer follows from the initial interaction with a business right through to completing their purchase.	
<b>Place</b>	How a product or service reaches customer. Distribution channels, sales platforms, physical and digital stores.	



**GAINZ**



Strategies a business can use to expand - Organic expansion

Organic expansion strategies use the business's own resources to grow gradually over time rather than relying on outside companies or large investments.

1. Increasing the product range or entering new markets

A business can grow by offering more products or expanding into new locations or customer groups. This spreads risk and opens up new revenue streams.

Example: A bakery adds a lunchtime sandwich menu and opens a second shop in a nearby town.

2. E-commerce expansion

Selling products or services online allows a business to reach more customers without needing extra physical locations. It also helps them stay competitive in a digital-first world.

Example: A local bookshop sets up an online store and begins delivering across Europe.

Adaptation strategies a business can use to stay competitive

1. Updating Products or Services

Businesses may improve or redesign their products or services to meet changing customer needs, keep up with trends, or stay ahead of competitors.

Example: An ice cream company introduces a dairy-free range in response to rising demand for vegan options.

2. Entering New Segments

A business may target a new group of customers - such as a different age group, income level, or lifestyle - to increase sales and reduce dependence on its current market.

Example: A gym that traditionally targeted young adults might launch a low-impact fitness programme for older adults.

3. Reducing Costs Through Automation or AI

Technology can help businesses cut costs by replacing repetitive tasks with machines or software, allowing staff to focus on higher-value work.

Example: A hotel uses a chatbot to answer booking enquiries and free up reception staff.

4. Diversifying to Remove Risks

Diversification means expanding into new products, services, or markets so that the business isn't relying on one area for all its income.

Example: A soft drinks company adds flavoured sparkling water to its range to appeal to health-conscious consumers.

5. Investing in Staff Development or Encouraging Intrapreneurship

Training and development help staff keep up with change and promote innovation within the business. Encouraging intrapreneurship means giving employees the freedom to explore new ideas that could improve the business.

Example: A retail chain offers staff training in digital tools and rewards teams that come up with new ways to improve customer experience.

6. Improving Sustainability or Branding

To adapt to customer expectations and social responsibility, a business may improve how it sources materials, reduces waste, or positions its brand.

Example: A clothing brand starts using organic cotton and includes carbon footprint information on product labels to attract environmentally conscious shoppers.

4 ☆

Appreciate the potential of technology to support adaption and expansion.

Technology plays a key role in helping businesses stay relevant, meet customer expectations, and grow.

How a business can use technology to support adaption and expansion

1. Meeting Customer Expectations for Speed and Convenience

**Technology Used:** Mobile apps and online ordering systems

Customers want to browse, order, and pay quickly - often from their phone. Apps or websites streamline this process, increase sales, and improve the customer experience.

A local café might introduce a click-and-collect app, reducing wait times and boosting lunchtime orders. They can then add a loyalty feature to it to incentivise repeat purchases.



2. Expanding Reach To A Larger Audience

**Technology Used:** E-commerce platforms (e.g. Shopify, WooCommerce)

Online stores reduce and even remove the need for physical locations being something necessary for a business, allowing businesses to sell nationally or internationally at low cost.

A Galway-based craft business, Scents of Galway, can sell handmade candles to customers across Europe through its website.

3. Understanding Customer Behaviour To Improve The Process

**Technology Used:** Data analytics tools (e.g. Google Analytics, in-app data tracking)

By analysing what customers buy, view, or click, or where they visit the store from, businesses can improve products, personalise offers, and plan better marketing strategies.

A fashion retailer can monitor customers who abandon items in their carts before checking out, and use these insights to improve their checkout process.

4. Reducing Costs and Increasing Efficiency

**Technology Used:** Automation and smart systems (e.g. AI/ChatGPT, Canva, chatbots)

Automating tasks saves time, reduces errors, and frees up staff for more valuable work.

A hotel uses a chatbot to answer common booking questions, reducing pressure on front desk staff.



5. Building Brand Awareness and Customer Relationships

**Technology Used:** Social media platforms (e.g. Instagram, TikTok) and content tools

Digital platforms let businesses promote themselves, engage with customers, and build loyalty without big advertising budgets.

A small gym uses Instagram reels and stories to share workouts, highlight member success stories, and promote new classes.

6. Access finance online

**Technology used:** Crowdfunding platforms (e.g. Kickstarter, Fundit, GoFundMe)

Crowdfunding platforms allow businesses to raise funds directly from the public, often in small amounts from a large number of backers.

Grá's Chocolates used a crowdfunding campaign to support its expansion into premium retail stores and build its brand community.

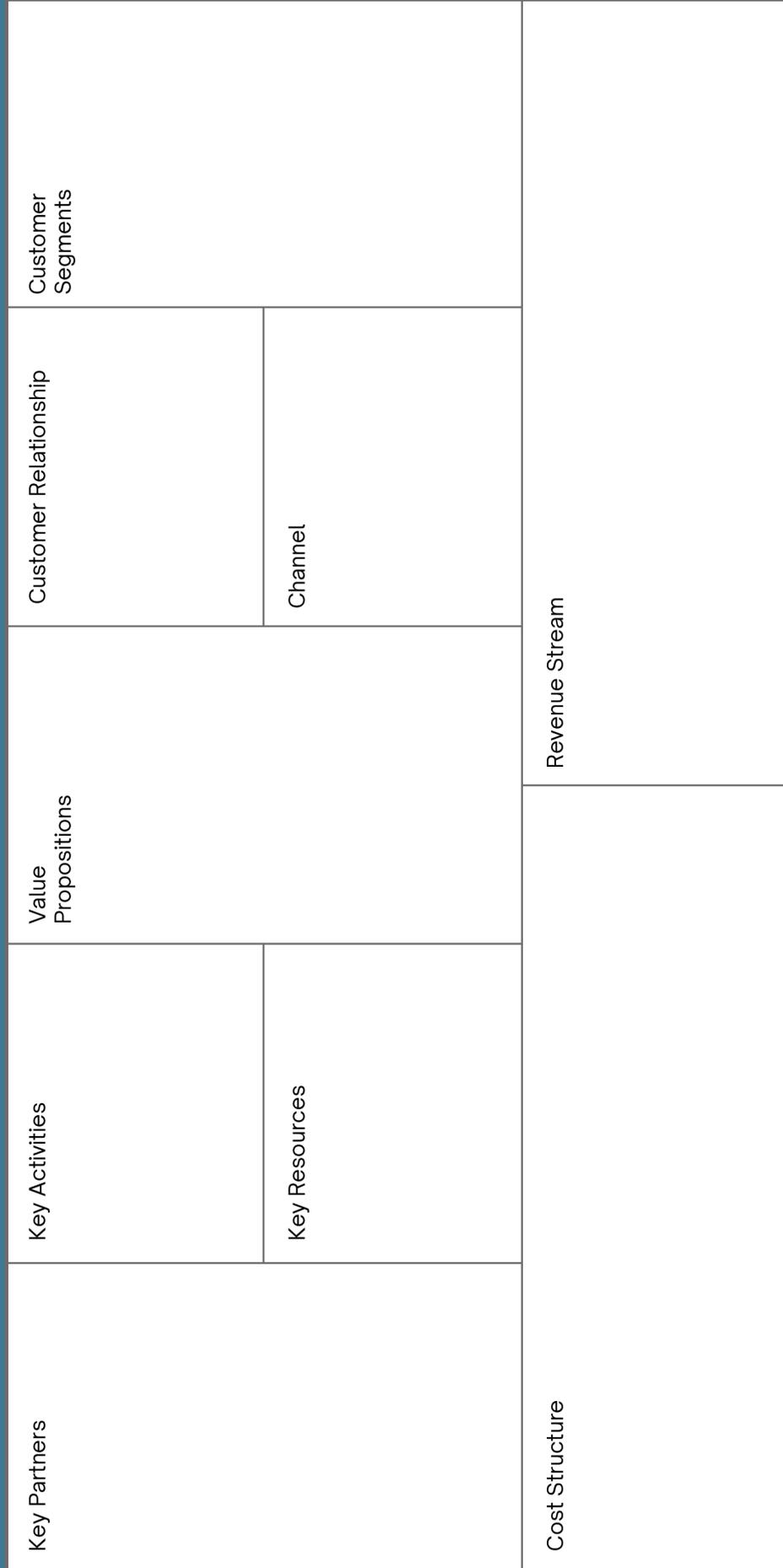
Describe two strategies All Real Nutrition have used to expand from selling their products in retail stores.

1.
2.

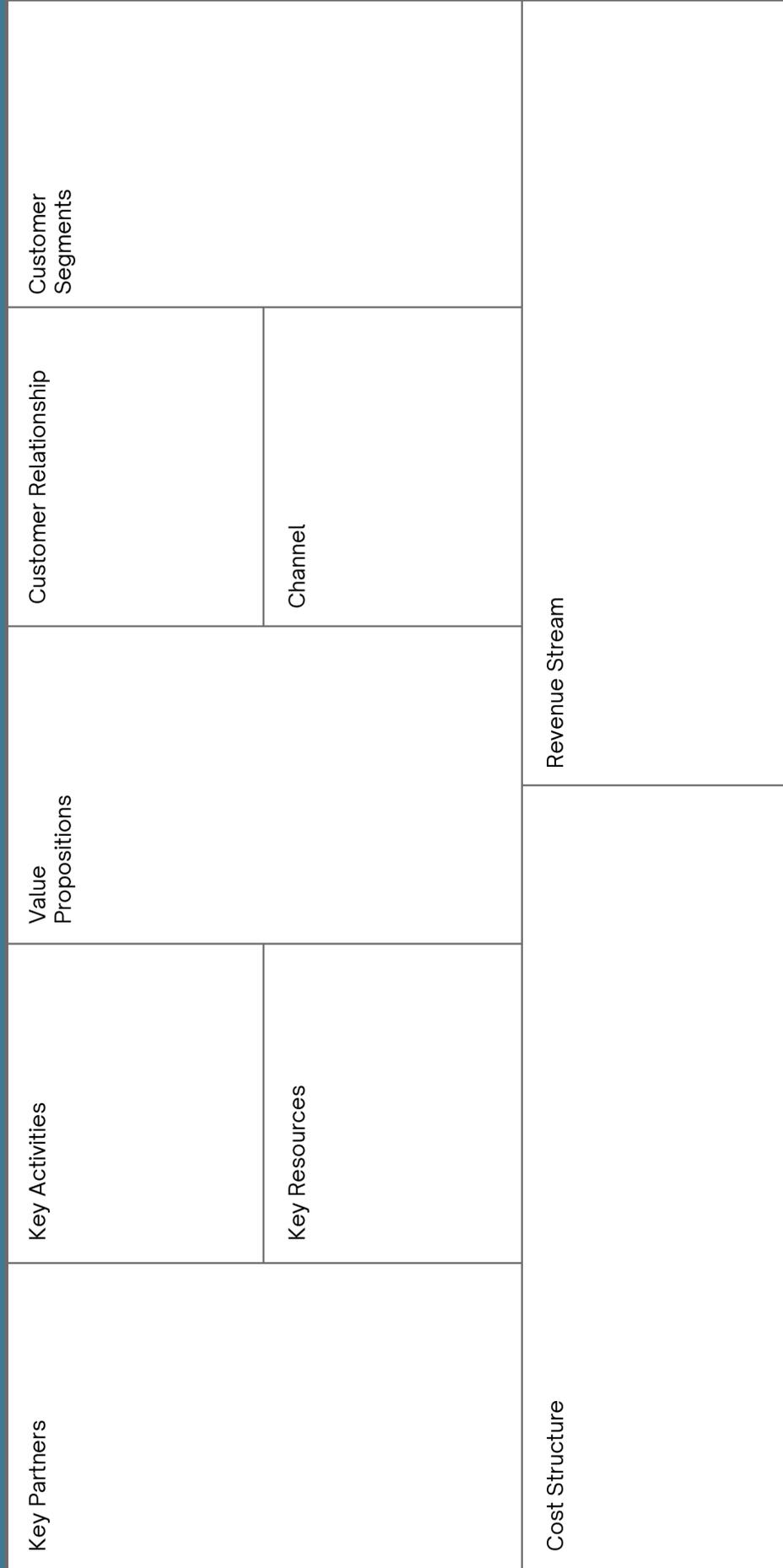
Demonstrate two ways that All Real Nutrition have used technology to support expansion both in Ireland and the States.

1.
2.

# Business Model Canvas



# Business Model Canvas



Outline design thinking as an innovative approach to idea development and appreciate how the process is iterative and both solution and person centred.

**DESIGN THINKING**

An innovative, non-linear approach to the development of products and services which focuses on solutions for the end user.



Design thinking is a process that puts the human at the centre in order to first understand their needs and problems (**person-centred**) to then to develop innovative solutions to their problems (**solution-centred**).

It is an **iterative** process, which means that **trial-and-error** is used. They create, test, improve, and re-test their ideas until they find the best possible solution.

Design thinking is:

- ✦ **Person-centred** – a business tries to understand user problems and empathise with them.
- ✦ **Solution-centred** – a business defines the problem and tries to imagine ways to solve them.
- ✦ **Iterative** – they then use trial and error to test, improve, and test again until they are happy.

Design thinking supports idea development by helping businesses turn rough or early ideas into user-focused, tested solutions that are more likely to succeed.

All Real's online presence is built on Shopify, with the company handling most website development in-house, though some technical aspects are outsourced to an agency. The site has been refreshed twice since launch, with each iteration improving speed, mobile experience, and brand storytelling.

The company uses Shopify Payments alongside PayPal, Apple Pay, and Google Pay. "Over time, we've expanded payment options to reduce friction at checkout," says Niall. "Convenience and trust are key, especially for first-time customers, so we try to meet them where they are."

### Conquering America

The decision to focus on the United States as the primary international market was driven by opportunity and market size. "The US has a huge health and wellness market with growing demand for real food products," Niall explains. "Our focus really kicked off after we secured our first national retail listing there, a massive opportunity for an Irish start-up."

Appreciate how All Real Nutrition have developed their product in an **iterative**, **solution-centred** and **person-centred** way.

<b>Iterative</b>
<b>Solution-centred</b>
<b>Person-centred</b>

5.2 ☆

Identify the trading blocs most relevant for Irish businesses.

All Real Nutrition has expanded its operations to America, a huge market that a lot of Irish businesses try to target.

Identify the trading bloc that they are trading with when selling to America.

--

5.4 ☆

Outline the factors to be considered when trading internationally.

*All Real Nutrition had been concentrating sales in Ireland, but are now selling to a new market in America.*

Outline three factors All Real Nutrition will need to consider when selling their protein bars in to America.

1.
2.
3.

*There is a huge opportunity for trading in the American market for Irish businesses like All Real Nutrition.*

Compare the challenges and benefits that All Real Nutrition face when trading in the American market.

**Challenges**

1.
2.

**Benefits**

1.

### 3. Business and the economy

- the relevance of specific economic indicators including inflation, employment rates, interest rates, economic growth and development, exchange rates, and consumer confidence for business development and growth.
- The value of the business economy in Ireland including turnover and employment patterns.

1. explain how economic indicators can impact on business development and growth.
2. outline the value of the business economy in Ireland.

#### Consumer Confidence

Consumer confidence measures the degree of optimism, or pessimism consumers feel about the overall state of the economy and their personal financial situations. It is used to reflect their future willingness to spend money on goods and services in an economy



The **Consumer Sentiment Index** has been calculated by the Irish League of Credit Unions, partnered with Core Research, since October 2022. It is used to gather a range of insights into how different consumers are feeling about factors that would impact spending, such as:

- ✦ **Economic outlook:** How optimistic consumers are about Ireland's economy; do they feel a threat due to international events, such as changes to US policymaking?
- ✦ **Household finances:** Measures the level of worry consumers have around their ability to pay bills and run their household. This would be negatively affected during times of higher inflation.
- ✦ **Job security:** How secure they feel about their employment or the availability of job opportunities. Positivity around employment leads to higher consumer confidence in spending.
- ✦ **Spending intentions:** This measures the level of caution around making major purchases like a new car.



#### The impact of high consumer confidence on business development and growth

<b>Increased consumer spending</b>	When consumers feel optimistic and financially secure, they are more likely to purchase goods and services. Businesses that sell non-essential items like fashion, entertainment, and restaurants would benefit during these periods, encouraging business development and growth.
<b>Increased business expansion</b>	High consumer confidence reflects a strong economy as outlooks are positive. This encourages businesses to expand, open new locations, hire more employees or launch new products.
<b>Easier to raise capital to start up or expand</b>	When consumers are confident, business owners and investors also feel optimistic. Investors are more likely to take on risk and invest in new businesses. Financial institutions are also more likely to offer loans as there is an increased likelihood of the business developing and expanding.

Higher consumer confidence helps fuel economic growth as it increases spending, expansion and investment. However, consumer confidence can fluctuate due to external factors like inflation, interest rates, and global economic trends.



# Chapter 3

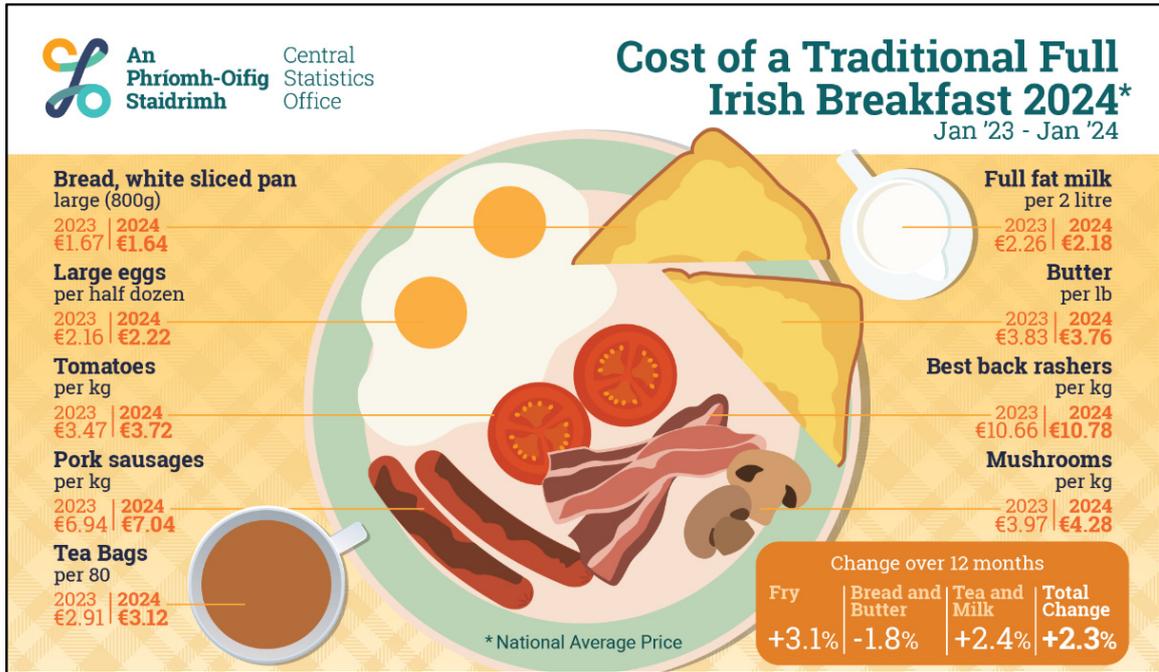
# Business and the economy





## HL Paper 2 Q5 (c) (i)

(c)



(i) Explain the economic indicator most relevant to the infographic above.




## OL Paper 1 Q5 (d)



Alice Kelly, a 21-year-old baker, with 1.4 million TikTok followers, turned a horse box into a mobile bakery. She is now aiming to grow her business despite inflation challenges.

(d) Outline **one** impact inflation may have on Alice's business.






## OL Paper 2 Q2 (c)

(c) Below are three economic indicators. Choose **one** of these and explain how it may impact on business development and growth in Ireland.

- Inflation
- Employment/Unemployment Rates
- Interest Rates

Indicator:
Explanation (how it may impact business development and growth in Ireland):



#### 4. The influence of national and EU policy

- how Irish government policy\* impacts across different sectors of the economy, how policy and legislation differ, and how stakeholders in business can inform and influence policy development (including interest groups and lobbying).

1. outline three Irish government policies that impact on three different sectors of the economy in Ireland\*.
2. explain the difference between government policy and legislation.
3. outline the role played by business in the development of national policy.

#### Students learn about

- the key actors in EU policy development (including the Council of the European Union, the European Commission, the European Parliament, and the European Central Bank).
- The difference between EU regulations, directives and opinions based on how the Irish government must respond at national level.
- how the EU impacts on business activity in Ireland with a focus on the purpose of the directive/legislation, how it has been implemented in Ireland, how it can impact both positively and negatively on different stakeholders, and whether it fosters ethical and sustainable business practice and/or the use of technology.

#### Students should be able to

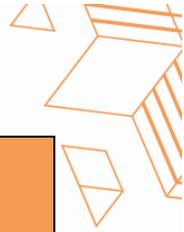
4. identify the key decision-makers in European policy development.
5. distinguish between European regulations, directives, and opinions.
6. evaluate the effect of one EU regulation of their choice and one EU directive of their choice on business activity in Ireland.<sup>1</sup>

<sup>1</sup>The regulation and directive evaluated here must be different to any legislation explored in section one and section three of Strand Four



# Chapter 4 The influence of national and EU policy





4.1 Outline three Irish government policies that impact on three different sectors of the economy in Ireland\*.

**OL Paper 1 Q4 (f) (ii)**

- (ii) Identify **one** government policy and describe the impact this policy may have on any sector of the Irish economy.

Government Policy:
Impact:

4.2 Explain the difference between government policy and legislation.

**OL Paper 1 Q4 (f) (i)**

(f)



Government policy and legislation are tools used by the government to manage a country effectively.

- (i) Choose the correct words from the list provided to complete the sentences below. (one word does not apply)

**Symbols**

**Laws**

**Plans**

Government policies are \_\_\_\_\_ that outline the government's intention.

Legislation refers to \_\_\_\_\_, which must be followed by all individuals and organisations.





## 4.4. Identify the key decision-makers in European policy development.

### OL Paper 1 Q3 (f) (i)

(f)



The right to request flexible working arrangements for parents and carers is a requirement of the European Union (EU) Work Life Balance Directive.

(i) Identify **two** European Union (EU) policy making institutions.

1
2

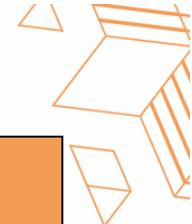
## 4.5 Distinguish between European regulations, directives, and opinions.

### OL Paper 1 Q3 (f) (ii)

(ii) Circle the **correct option in each** of the following statements.

- An EU **directive / regulation** applies to all EU member states and has immediate effect.
- An EU **opinion / regulation** allows an EU institution to make a statement that is not legally binding.





4.6 Evaluate the effect of one EU regulation of their choice and one EU directive of their choice on business activity in Ireland.

## HL Paper 1 Q5 (c)

- (c) (i) Name an EU regulation you have studied **and** explain how it has been implemented in Ireland.

Name:
Explanation:

- (ii) Examine two positive **and** two negative impacts the EU regulation you named above has on different stakeholders in Ireland.








## HL Paper 2 Q5 (d)

(d)



(i) Name an EU directive you have studied, and explain the purpose of this EU directive.

Name:
Explanation:

(ii) Evaluate how this EU directive impacts on business activity in Ireland.






### 5. Irish business globally and internationally

- the importance of trading blocs for Irish businesses, Ireland's membership of the EU and how this can impact on the Irish economy, businesses, and consumers.
  - the international business market and why organisations based in Ireland may choose to expand internationally and the factors to be considered including taxes and tariffs, costs, exchange rates, regulation, competition, and language/culture.
  - the significance of the balance of payments and balance of trade.
  - the social and environmental consequences of globalisation\* including political risks, financial risks, and cultural barriers.
1. explain what is meant by a trading bloc and discuss why these are important for businesses in the Irish economy.
  2. identify the trading blocs most relevant for Irish businesses.
  3. evaluate Ireland's membership of the EU from the perspective of the economy, businesses, and consumers.
  4. outline the factors to be considered when trading internationally.
  5. explain why Irish businesses trade globally with reference to Ireland's open economy and compare the challenges and benefits of trading in an international environment.
  6. distinguish between balance of payments and balance of trade and calculate both based on figures given.
  7. evaluate the impact of Irish organisations trading internationally, with a focus on both positive and negative impacts and the social and environmental impact of globalisation.
  8. explain how globalisation can increase interdependence\* and evaluate the consequences of this for both businesses and consumers.

## Students learn about

- the role played by technology in globalisation including trade, work practices, and how the business operates.
- the concept of Foreign Direct Investment (FDI) and how Ireland attracts FDI (including human capital\* development, pro-enterprise policy, access to markets, and research).
- the opportunities and challenges of FDI for Ireland in terms of employment, revenue, research, infrastructure, and innovation.

## Students should be able to

9. evaluate the role of technology in globalisation.
10. explain what is meant by Foreign Direct Investment and investigate how the Irish government promotes Foreign Direct Investment.
11. outline the contribution of Foreign Direct Investment to the Irish economy.

## 6. Applying my learning

- how their learning in Leaving Certificate Business can be applied to their daily lives and help them to understand business-related stories in the media.

1. analyse information from the news and media related to the business environment and provide an informed opinion or perspective.



# Chapter 5 Irish business globally and internationally





5.1 Explain what is meant by a trading bloc and discuss why these are important for businesses in the Irish economy.

HL Paper 2 Q4 (b) (i)

(b)



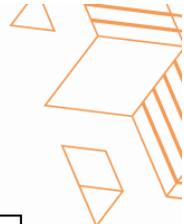
European Commission President Ursula von der Leyen announced “The European Union and the Mercosur trade bloc have agreed to terms for a trade deal”.

(i) Explain what is meant by the term trading bloc.


(ii) Identify **one** trading bloc, apart from the EU and Mercosur, that is relevant to Irish businesses.

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## OL Paper 1 Q1 (a) (ii)

### EverGlow Organics Ltd Poised for Global Expansion

#### Irish Skincare Success Story Eyes Europe and Asia

EverGlow Organics Ltd is a successful Irish company specialising in organic skincare for men and women. The business has grown steadily in Ireland and now plans to expand into Europe and Asia. The company is motivated by a growing demand for organic products and the potential to save money through economies of scale.



#### Adapting to New Markets

While their products have been well-received in Ireland, the company's management team is mindful of differences in culture, language, traditions, and income levels in the new markets. The business may need to adjust elements of its marketing mix to appeal to international consumers. The company recognises that conducting market research will be crucial before entering these markets. They will need to receive direct feedback from potential consumers and analyse existing data on market trends in each country.

#### Funding and Financial Considerations

EverGlow Organics Ltd is considering various financing options, such as applying for a long term loan or seeking investors. In addition to the financial risk, the company is concerned about changing exchange rates and established businesses in the new countries.

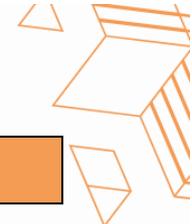
#### Investing in People and Technology

To support its growth, the business will hire freelance content creators to promote its products to new audiences. The company also plans to invest in new technology to handle increased demand and ensure effective communication. Recently, the team conducted a force field analysis to examine the driving and restraining forces related to the expansion.

- (ii) Indicate whether each of the following statements is true or false by putting a tick (✓) in the correct box.

Statement	True	False
The European Union (EU) is an example of a trading bloc.		
An increase in exports by EverGlow Organics Ltd will improve Ireland's balance of payments.		
A tariff is a ban on specific goods being imported into a country.		





## 5.2 Identify the trading blocs most relevant for Irish businesses.

### HL Paper 2 Q4 (b) (ii)

- (ii) Identify **one** trading bloc, apart from the EU and Mercosur, that is relevant to Irish businesses.

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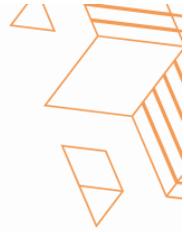
## 5.3 Evaluate Ireland's membership of the EU from the perspective of the economy, businesses, and consumers.

### OL Paper 1 Q3 (g)

- (g) Describe **two** benefits of EU membership to the Irish economy.

1
2





OL Paper 2 Q3 (e)

(e)

## EU membership transformed life in Ireland over past 50 years



Outline **two** benefits of Ireland's EU membership for Irish businesses.

1
2





## 5.4 Outline the factors to be considered when trading internationally.

### HL Paper 1 Q2 (c)



Grá Chocolates was founded in Galway by Gráinne Mullins. Handmade in small batches, the exquisite artisan confections blend the finest raw ingredients with native Irish flavours.



Gráinne has decided that it's time to build a permanent headquarters for Grá Chocolates.

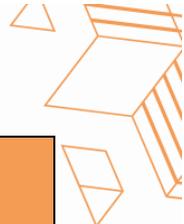
Gráinne plans to build her own chocolate factory, using the Crowdfunding platform Kickstarter, to fund the expansion.

(c) Grá chocolates has received approval to enter the US market.

Outline **three** factors that Grá Chocolates should consider before expanding into the international market.

1
2
3





5.6. Distinguish between balance of payments and balance of trade and calculate both based on figures given.

OL Paper 1 Q1 (a (ii))

## EverGlow Organics Ltd Poised for Global Expansion

### Irish Skincare Success Story Eyes Europe and Asia

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- (ii) Indicate whether each of the following statements is true or false by putting a tick (✓) in the correct box.

Statement	True	False
An increase in exports by EverGlow Organics Ltd will improve Ireland's balance of payments.		





5.8. Explain how globalisation can increase interdependence\* and evaluate the consequences of this for both businesses and consumers.

## HL Paper 2 Q2 (d)

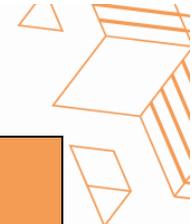
(d)



Outline **three** challenges that consumers in Ireland face as a result of the country's reliance on globalisation.

1
2
3





5.10 Explain what is meant by Foreign Direct Investment and investigate how the Irish government promotes Foreign Direct Investment.

## HL Paper 1 Q4 (a)

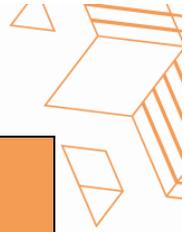
Dexcom, a global medical device manufacturer, will open its Athenry plant in 2026.



(a) (i) Outline **two** reasons why a business such as Dexcom, would locate in Ireland.

1
2





5.11 Outline the contribution of Foreign Direct Investment to the Irish economy.

## HL Paper 1 Q4 (b)

(b) Outline **two** opportunities and **two** challenges of Foreign Direct Investment (FDI) for Ireland.

Opportunities

1
2

Challenges

1
2

