



THE TIMES 100

Sectors of industry - teacher guide & answers (Warburtons)

Card sort

Ready meal: Trawlermen → Ocean Pie → Supermarket

Bread loaf: Farmer → Four milled → Sandwich company

Petrol: Crude oil → Oil refined → Tankers to forecourts

GCSE activity - presentations

Personal learning and thinking skills					
Independent enquirers	Team workers	Effective participants	Self managers	Reflective learners	Creative thinkers
	✓				

A' Level activity – Info sheet

Personal learning and thinking skills					
Independent enquirers	Team workers	Effective participants	Self managers	Reflective learners	Creative thinkers
✓			✓		✓

E-D students are likely to include definitions of the sectors of industry, chain of production and added value as well as applying these in the context of a bakery

C-A students, in addition to the above, are likely to analyse the methods of adding value and explore the reasons why it is important for firms to add value to their products



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Sectors of industry worksheet

1. The primary sector is concerned with extracting **raw materials**
2. The secondary sector involves **manufacturing** and **processing** goods
3. The tertiary sector is concerned with providing **services**
4. The chain of production is the movement of a product through the **sectors of industry**
5. The primary and secondary sectors have declined in the UK with fewer people now employed in these sectors. The tertiary sector has grown in importance with about 75% of the UK's GDP now coming from service industries.
6. Adding value means increasing the amount the consumer is willing to pay for the product. Value can be added through production, quality, branding, convenience, design and having a unique selling proposition (USP).
7. Warburtons adds value in the primary sector by working with farmers to ensure a consistent supply of high quality wheat which has been produced using sustainable and ethical practices.

In the secondary sector it has added value by working efficiently by reducing transport costs, using methods which produce the best quality bread, using appropriate packaging and reducing its energy usage.

In the tertiary sector Warburtons adds value by delivering fresh produce daily to retailers, ensuring products are delivered on time, reducing its carbon footprint and providing information to retailers.

8. On the one hand firms should use sustainable and responsible practices because
 - The customer may expect it and it may add value to the product
 - To provide competitive advantage
 - To fit with the firm's objectives

On the other hand sustainable practices may not be upheld because

- It may cost more than less responsible methods
- Competitors may not be using sustainable methods

E-D students are likely to provide explanations for and/or against adopting responsible practices



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C-A students should analyse the different reasons for and against adopting sustainable practices. To reach AO4 students must reach a justified conclusion.

9. Warburtons should buy their own farms because:

- It could gain more control over its supply chain and the methods that are being used
- It may be able to produce wheat more cheaply than having external farmers

However...

- It currently does not have expertise in the primary sector
- It has good relationships with its suppliers who provide good quality wheat already, so there may be no need to deviate from this

E-D students are likely to provide and explain reasons for and/or against Warburtons buying their own farms

C-A students should analyse the different reasons for and against buying the farms. To reach AO4 students must make a justified decision.

Mini-plenary matching task

Primary	Farming, fishing, mining, quarrying
Secondary	Computer manufacture, construction, oil refinery, ship building
Tertiary	Banking, nursing, retailing, transport