

## **A Level - Business bridging work**

### **Pearson Edexcel A level Business – specification**

Look through the specification at the types of topics you will be covering in year 12 – Theme 1 and Theme 2.

You should start to create a glossary of key terms which will be a useful revision tool. These will be explained and covered in your lessons.

<https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html>

## **Task 1**

Complete some research into a business of your choice – this could be a large or small business. Find out the following information and present this on a Powerpoint:

1. What is the name of the business.
2. When was it founded?
3. How many people does it employ?
4. Is it a local, national or international business? How many stores does it have?
5. What goods/services does it sell/provide?
6. Has it expanded to offer more/different goods/services in recent years?
7. Who are the target market?
8. Who are their main competitors?
9. Data on its sales, profits, losses – Not all businesses will have this data online.
10. How has the business adapted to changes over the past 10 years – changes in buying habits, trends.

You may need to research the definitions/explanations of the following key terms to help you with this task:

- Target market
- Competitor
- Good/service

Make your PowerPoint look interesting by using images and different types of fonts/layouts.

## **Task 2 -Impact of Brexit and the pandemic on British Businesses.**

Research the impact of BREXIT and Covid-19 on **2 different types** of businesses. Choose at least one local, national and international business and explore how they have been affected by these two external influences. This can be a positive or negative impact.

Write a detailed explanation of how they were affected. You also need to **describe** and **analyse** the ways in which these businesses have responded to the events. Your work can be presented in slides or on a word document but you must use a range of sources and references to help back up your points and opinions.

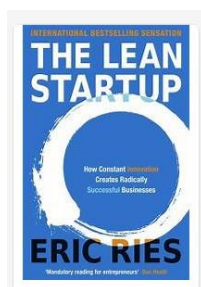
### **Task 3 – e-commerce**

Carry out some research into the following businesses. Why do you think they have become so successful? How have they benefitted from e-commerce and trading online?

Some of these businesses have no physical store. Create 2 tables which outline and explain the advantages and disadvantages of selling online, from the point of the **consumer** and the **business**.

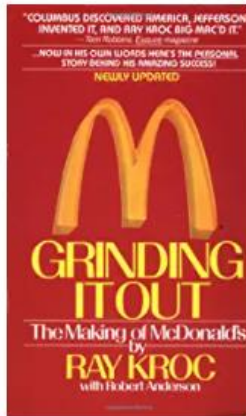


### **Suggested books to read:**



**Most new businesses fail in their first few years but most of those failures are preventable.**

*Eric Ries's The Lean Startup* approach to business is being adopted around the world. It is changing the way companies are built and new products are launched. It is about learning what your customers really want. It's about testing your vision continuously, adapting and adjusting before it's too late. This book has a lot of real life examples which makes it an accessible and interesting read.



The story of how McDonalds came to be the most famous fast food restaurant in the World. Kroc was 52 when he met the McDonald brothers and opened his first franchise in 1955, and was a business legend.

He changed the way we live through his revolutions in food service automation, franchising, shared national training and advertising.



Amazon's business model is simple: make online shopping so easy and convenient that customers won't think twice. Yet Amazon's success is largely down to CEO and founder Jeff Bezos, a man described as both a 'happy-go-lucky mogul' and a 'notorious micromanager'. His high energy, passionate approach to retailing has driven Amazon to the top.

He had the vision to capitalise on the untapped online market for books.

Amazon.com was waiting to be discovered. It took Bezos's unique character and strategy to make it happen. Anyone in the business world can learn from his reinvention of the retail landscape

Useful websites and links to look at:

<https://www.tutor2u.net/business/topics>

<https://www.youtube.com/c/Tutor2uNet/videos>

<https://www.tutor2u.net/business>

<https://www.bbc.co.uk/news/business>

<https://www.gov.uk/government/organisations/companies-house>

<https://www.businessed.co.uk/>