**Applied Business Transition Task Unit 2**

**Business Analysis**

The coursework assignment in Year 12 is based on the business Merlin Entertainments. Research the business and create a report which describes the business and identifies the market opportunities if offers in the next few years. This will be used to write some of the early tasks.

This report should include:

* The Name, brief history of and a description of the main purposes of the business
* Description of the key brands – locations; the type of people the business is aimed at.
* Key statistics especially finances
* The mission and main aims of the business.
* Two market opportunities it could exploit in the future – this means find out what the business could do to be successful in the future.

Your work should be in your own words, not copied and pasted. It should include variety of pictures; charts and tables. You should organise and present your work so that it makes an excellent first impression.

You can use the following sources and anything else you find that is relevant. This is the overall web site.

https://www.merlinentertainments.biz/

The specific links in the menu that can help include:

https://www.merlinentertainments.biz/media/2255/introduction-to-merlin-entertainments-final.pdf

https://www.merlinentertainments.biz/media/3068/merlin-entertainments-annual-report-and-accounts-2019.pdf

https://www.merlinentertainments.biz/our-brands/