

A Level Business Transition Research Task

Task 1. Business Analysis

Choose a business with which you are familiar and interested in, it should have plenty of links on the internet and a lot of information available about it.

Research the business and create a report which describes the business and identifies the market opportunities it offers in the next few years.

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 their finances
- The mission (statement) and main aims of the business.
- Two market opportunities it could exploit in the future (new customers or new products) - this means finding out what the business could do to be successful in the future.

Your work should be in your own words, not copied and pasted. You should organise and present your work so that it makes an excellent first impression.

Task 2

What is business studies? Carry out some research and list the departments within businesses. Write an explanation of what each department does within a business. You might produce your work as a table

Task 3

Use the following link to identify 3 stories that catch your attention. They will all come from the business section of the BBC website.

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

Now complete a reading for meaning template for each of the stories

Task 4

Write an explanation of the 3 stories based on the following bullet points. Please handwrite this unless you type your exams, write in continuous prose rather than presenting a list and aim to write between one and two sides of A4

- Name the businesses/sectors involved in the story
- What issues did each story highlight?
- What specific problems did the business(es) face?
- What were their solutions?
- How would the story impact on different groups of people? (You could reference income level, gender, location, age etc)
- Have the right decisions been made?

At the end of your written work add a summary that addresses

- Common themes between the stories
- Differences between the stories
- What can we learn from the three stories?

Have your work ready to be checked and discuss in your first business studies lesson

Reading for meaning template (1)

What are the key facts and/or figures within the article?

Who is affected?

What actions are being/should be taken in response to the story?

How are they affected?

What are the key business terms within the article? What do they mean?

What have you found surprising or interesting within the article?

What questions would you like answering from the article?

Reading for meaning template (2)

What are the key facts and/or figures within the article?

Who is affected?

What actions are being/should be taken in response to the story?

What are the key business terms within the article? What do they mean?

How are they affected?

What have you found surprising or interesting within the article?

What questions would you like answering from the article?

Reading for meaning template (3)

What are the key facts and/or figures within the article?

Who is affected?

What actions are being/should be taken in response to the story?

How are they affected?

What are the key business terms within the article? What do they mean?

What have you found surprising or interesting within the article?

What questions would you like answering from the article?