

Name:

Year 11 into Year 12 Bridging Summer Work – AQA Business

To help you prepare for starting your Business Studies course in September you will be required to get familiar with real life business examples in line with some of the topics we will be covering whilst studying the course. We expect you to spend at least 6 hours collectively on the 3 tasks outlined below. You will need to email your work is davidk@colfox.dorset.sch.uk



BRITISH AIRWAYS



Task 1. Your task is to prepare a PowerPoint presentation on ONE of the following businesses:

Boots; Marks & Spencer; Aldi; Cadbury; Toyota; McDonald's; Coca Cola; Apple; British Airways; Nike; BP; EasyJet; Next; JD Sports Fashion; Royal Mail; Tesla; Google.

The presentation will need to cover the following areas (and must be no longer than 6 slides):

- Basic business facts: What does the business do? How large is it? Where is it based? What are its key objectives? (Hint: look in the Chairman's statement in the annual report) What is its Ownership type (Sole trader, Partnership, Ltd, PLC, Franchise)
- How successful is the business? Find evidence to support your view: e.g. o Sales revenue o Profit o Market share o Brand recognition o Stock market valuation
- Has it become more or less successful over the last few years? Compare data trends over a few years
- What do you think are the key factors that affect its success and why? Think about: Customer trends, Competitors, Government regulation, the Economy, the company's financial situation etc.

To conclude, consider the longevity of the business and where you perceive it to be in the next ten years? Would **YOU** consider the business a good investment opportunity?

Task 2. "A week in Business"

Research the internet and select 7 pictures, one for each day, to represent a different news story. To be presented on Word (1 page)

For each story, write a commentary / explanation to include the following:

- What is happening?
- What has it got to do with business?
- Why is it important?

Select the story you found most interesting – identify and explain the key features of the story that grabbed your attention