

Name:

Year 11 into Year 12 Bridging Summer Work – AQA Business Studies

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.



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

Boots; Marks & Spencer; Aldi; Cadbury; Toyota; McDonald's; Coca Cola; Apple; British Airways; Nike; BP.



The presentation will need to cover the following areas (and must be no longer than 5 minutes in length): *ownership of the company; an introduction into how the company is organised; mission statement; main product or service; market share; current share price & share performance over time; impact of external factors on the company e.g. interest rates, legislation, political policies, social changes, technological changes, level of competition; what marketing strategies do they employ; last reported financial performance; main competitors*

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?

2. **Watch the news** What is happening in the economy? – make some brief notes on what you think is happening