

A Level - Business Studies bridging work

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.

Read the articles in the links below and research the impact of inflation, US tariffs and the war between Ukraine and Russia on 2 different types of businesses. Choose at least one local/ national and one international business and explore how they have been affected by these two external influences. This can have 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.

https://www.allianz-trade.com/en_GB/insights/economic-research/how-is-inflation-affecting-business-and-how-can-trade-credit-insurance-help.html

<https://www.weightmans.com/media-centre/news/as-the-dust-settles-the-un-intended-consequences-of-trump-s-tariffs-on-uk-businesses/>

<https://commonslibrary.parliament.uk/research-briefings/cdp-2022-0147/>

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**.

Research a real-life example of a UK business that suffered a cyberattack and explain what is a cyberattack, how cyberattacks can affect the business, what actions were taken and how firms can protect themselves from it. Create a case study of maximum 500 words.

boohoo

John Lewis
in-store | online | mobile


UBER

amazon



SCREWFIX

ASOS
discover fashion online

Useful websites, podcasts 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/>

The Business Podcast - The Guardian

<https://www.theguardian.com/business/series/the-business-podcast>

The Diary Of A CEO with Steven Bartlett

<https://open.spotify.com/show/7iQXmUT7XGuZSzAMjoNWIX>

21st Century Entrepreneurship with Martin Piskoric

<https://open.spotify.com/show/7rbAG6RuLtZ7CT3oaJhRyj>

Economist Podcasts - The Economist

<https://www.economist.com/audio/podcasts>