

PINNER HIGH SCHOOL

A Level - Business Studies bridging work

This is a fantastic opportunity to expand your understanding of Business as you prepare for enrolment and start at Pinner High School in September.

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 is 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

Your presentation should have at least 10 slides. Make your PowerPoint look interesting by using images and different types of fonts/layouts.

Task 2 -The cost of Brexit, ten years on: The impact of leaving the customs union and single market on UK trade/ The US/Israel Conflict with Iran

Read the articles in the links below and research the impact of Brexit and the US/ Israeli conflict with Iran 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. You are expected to produce an essay of maximum 500 words or 15 slides for a presentation.

SCAN ME



[Economic update: How resilient are current supply chains?](#)

SCAN ME

[The cost of Brexit, ten years on: The impact of leaving the customs union and single market on UK trade](#)



Task 3 – e-commerce







Carry out some research into the following businesses. Why do you think they have become so successful? How have they benefited 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.

The logo for boohoo, featuring the word "boohoo" in a lowercase, rounded, sans-serif font.The logo for John Lewis, featuring the name "John Lewis" in a serif font, with "in-store | online | mobile" in a smaller sans-serif font below it.The Uber logo, consisting of a black circle with a white square inside, and the word "UBER" in a bold, uppercase, sans-serif font below it.The Amazon logo, featuring the word "amazon" in a lowercase, sans-serif font with a curved arrow underneath, and a blue shopping cart icon below that.The logo for SCREWFIX, featuring the word "SCREWFIX" in a bold, uppercase, sans-serif font, with "SCREW" in blue and "FIX" in red.The logo for ASOS, featuring the word "ASOS" in a bold, uppercase, sans-serif font, with "discover fashion online" in a smaller sans-serif font below it.

Useful Websites for A Level Business



Tutor2U – www.tutor2u.net	Excellent revision notes, quizzes and videos.	
Quizlet	It is free to use for creating flashcards and browsing millions of existing study sets	
TakingTheBiz	Visual revision tutorials for key A Level Business topics	
BBC Business News	Useful for keeping up with current business events.	
BeeBusinessBee	Student-focused business studies revision YouTube channel	
Learning Marketing	Useful explanations of marketing concepts.	
BBC Bitesize Higher Business Management	Helpful for reviewing core business ideas.	


Business News Sources

www.telegraph.co.uk/business	
www.theguardian.com/business	
www.independent.co.uk/news/business	

Reading business news regularly helps you develop real-world examples for exam answers.

Business Podcasts

BBC Radio 4 – The Bottom Line	Each week, the BBC’s Evan Davis is joined by bosses, entrepreneurs and industry experts, to lift the lid on how their businesses work, and what it's like to be in charge.	
BBC Radio 4 – In Business	Series of programmes about the whole world of work, public and private, from vast corporations to modest volunteers	

BBC Radio 4 – You and Yours	You and Yours is a British radio consumer affairs programme.	
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These podcasts discuss real business issues and can deepen your understanding of how businesses operate in the real world.

Have a great summer!