

# A Level Business

## Year 11 into 12 Transition Tasks



Name.....

# A Level Business

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Year 11 -----> A Level

‘A great accomplishment should not be the end of the road, just the starting point for the next leap forward’

Harvey Mackay, Businessman

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The purpose of the booklet is to **support your transition** into Business A Level. Without doubt the more **YOU** take ownership and look beyond the text book, the more success you will find with the course and concepts.

Remember Year 12 requires adjustment of perspective, approach and sustained positive attitude. Success may not happen immediately but focus on the change and requirements asked of you. They are here to support and guide, you have to own it, you own your success.

**You should bring your completed work to your first A Level Business lesson in September.**

## Task 1

**The basics:** Business is all around you every day, it isn't hard to see how it has affected you and will affect your future. Take Brexit for example, do you view that as a positive or a negative?

There will be some key terms you should know from your GCSE course, however, if you are new to Business or have enjoyed a busy summer, these are the terms you should be familiar with. **Spend some time to find them out and create a document with them prepared.**

Use: [www.tutor2u.com](http://www.tutor2u.com) to help

Easy Key Term	Challenging Terms
Revenue (define, formula)	Inflation
Profit (define, formula)	Interest rates
Variable costs (define, formula)	Porters Five Forces
Contribution per unit (formula)	Boston Matrix
Break even (define, formula)	Ansoff Matrix
LTD	Labour turnover (define, formula)
PLC	Capacity utilisation (define, formula)
Unlimited liability	ROCE (define, formula)
Limited liability	Current Ratio (define, formula)
Exchange rate	Trading Bloc
Profit margin	

That should have given you plenty to think about. These terms will be integral in your understanding of business.

## Task 2 - The companies you really should know

It is impossible to know what companies will be examined in your assessments. However, some of the big multinationals will provide you with enough evidence to cover all the aspects of business in your course. Become familiar with these companies, they will help you contextualise your answers.

**Your second Summer challenge is to:**

- Choose a well known business (some names displayed on this page)
- What are the strategies linked to it's strength / success?
- What are the weaknesses of the business?
- What are the future opportunities for the business?
- In what way does it face threats to it's success?

**Each of the above five bullet points have to be recorded on a power point slide. Include images / graphs where appropriate. You will be presenting your ideas to the class in no more than 10 minutes using a total of 5 power point slides.**



### **Task 3 – Target Market**

Having analysed and evaluated a business in the previous task, you are to choose a product or service that they provide and explain the needs of the consumers they serve. Refer to consumer behaviour and preferences. Business analysts often refer to target markets or market segment.

#### **Guide on how to conduct successful independent research work**

- Research the words in the question being asked on the internet. Do you understand what you are being asked to do?
- Use several websites to obtain information on your business and not just rely on one website.
- Find out what newspapers say about the business. For example on a search engine type in ***target market of Virgin The Guardian***. The journalists will have provided a lot of the analysis for you. The **BBC** is another good website.
- Find evidence to support what you find by using search engines. Don't just look at the website of the business.