



DAVENANT FOUNDATION SCHOOL

Chester Road, Loughton, Essex IG10 2LD

www.davenantschool.co.uk



Year 12 Business Summer Task 2021 **Deadline: Your first Business lesson in September**

Task 1:

1. Find 5 newspaper articles (online) related to developments in the business world over the summer that you find interesting.
 - a. Copy and paste the link to the article and under the link cover the following (bullet point notes):
 - i. Copy and paste the title of the article
 - ii. Summarise the article in your own words
 - iii. What is the impact on the business? iv. What is the impact on the customers?
 - v. What is the impact on the market the business operates in?

Print this off and bring it to your first lesson in September

Task 2:

1. Choose a company that you have an interest e.g. Apple, Nike, Costa, Coca-Cola, Tesco etc.
2. Research the following points (No more than 2 sides of A4):
 - a. A company fact file. You must include (where possible):
 - i. Director/Chief executive officer (CEO)
 - ii. Number of employees
 - iii. Most recent revenue figure
 - iv. Most recent profit/loss figure
 - v. What market they operate in e.g. Tesco operates in the Supermarket market
 - vi. Market share they own
 - vii. Any other interesting facts/figures
 - b. Research and explain, whether the business operates in a mass or niche market.
 - c. Identify their biggest competitors and list them.
 - d. Research and explain what makes the business a success in their market.
 - e. Suggest and explain two actions the business could take in the future to improve their performance.

Year 12 Business Summer Task 2021 – Contd.

How to prepare for A Level Business:

- Save a copy of the syllabus and keep track/be aware of what you are and will be studying:
 - <https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html>
 - Do not print it out as you will be informed in September what sections you should print.

- Stay updated with the business world by reading newspapers, watching the news and business related documentaries e.g. Flatpack Empire which is about the growth and success of Ikea.

- Useful websites:
 - www.tutor2u.net/business
 - www.bbc.co.uk/business
 - Google news and select the Business tab

- Tutor2u have a Business blog that you should register for so you can get regular updates. Their site is also useful to develop your knowledge further if you have studied GCSE Business or to help you get an understanding of Business if you are new to the subject.