



# DAVENANT FOUNDATION SCHOOL

Chester Road, Loughton, Essex IG10 2LD

[www.davenantschool.co.uk](http://www.davenantschool.co.uk)



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## Business Summer Task 2023

### Deadline: Your first Business lesson in September

#### Task 1:

1. Watch the following podcast

<https://www.youtube.com/watch?v=bk-nQ7HF6k4>

Write approximately 250 words about technology and the positive and negative effects that it may have on business.

#### Task 2:

- a) Watch the two videos below about SWOT analysis

<https://www.tutor2u.net/business/reference/swot-analysis-video>

<https://www.tutor2u.net/business/reference/pestle-analysis-video>

- b) Watch the videos below that show examples of a completed SWOT analysis

Starbucks SWOT analysis <https://www.youtube.com/watch?v=mR9eICQJLXA>

Tesla SWOT analysis [https://www.youtube.com/watch?v=I7CT8Ox\\_Gcg](https://www.youtube.com/watch?v=I7CT8Ox_Gcg)

Research the following businesses and produce a detailed SWOT analysis for each. Start by looking at the company websites and then current news articles to gather information.

- a) Amazon
- b) Marks and Spencer
- c) Costa Coffee
- d) A business of your own choice

Use the following template to record your findings. You will need to produce a separate SWOT analysis for each business

### **Business Summer Task 2023 – Contd.**

Internal Factors	<b><u>Strengths</u></b>	<b><u>Weaknesses</u></b>
External Factors	<b><u>Opportunities</u></b>	<b><u>Threats</u></b>

#### **Task 3:**

**Attempt the following percentage calculations. Write your answers, with workings on paper:**

1. A business increases its selling price from £5 to £7.  
Calculate the percentage increase in price.
2. A business reduces its selling price from £12 to £7.50. Calculate the percentage decrease in price.
3. A business sells a product for £150 per unit. It decides to reduce the price by 20%. Calculate the new selling price per unit.
4. After reducing the price of a product, the quantity demanded of the product increased from 200 units per week to 260 units per week.  
Calculate the percentage increase in the quantity demanded.
5. A business increased the price of its products from £80 per unit to £110 per unit. After the price increase, the quantity demanded fell from 800 units per week to 700 units per week.

## **Business Summer Task 2023 – Contd.**

Calculate the percentage increase in price and the percentage decrease in the quantity demanded.

6. This year a business estimates that it will sell 138,000 units, 15% more than last year.

Calculate the estimated number of units sold last year

7. In 2018, the total size of a market by value was £840,000, 5% higher than in 2017. The average selling price per unit in 2017 was £4.

Calculate the total size of the market by volume in 2017.

8. In 2018, the size of a market by volume was 400,000 units. The market is expected to grow by 6% per year for the next 5 years.

Calculate the expected market size by volume in 2019 and 2020.

9. In 2016, a business had sales revenue of £200,000. In 2017, their sales revenue increased to £240,000 and in 2018 it increased to £288,000. In 2019, the total size of the market by value of the market the business operates in is forecast to be £8,640,000.

If the business achieves the same rate of sales growth in 2019 as it has previously, what will their market share be in 2019?

10. Simon Levy is looking at starting his own business and is considering purchasing some premises for £80,000. Simon will need to pay a deposit of 20% and obtain a mortgage for the remainder. The bank advises Simon that the monthly payment will be £7.25 for every £1,000 borrowed.

Calculate the monthly repayment.

11. Last year, a chain of Italian restaurants achieved a total sales revenue of £3m, giving the business a 15% market share of the local market.

This year, the chain estimates that the size of the market they operate in will increase by 5% and their sales revenue will increase by 12%.

Calculate the estimated market share of the restaurant chain for this year.

### **Task 4:**

You need to create a promotional advertisement (audio, video, poster are examples of what you can produce) for a new energy drink that has been launched. Then write approximately 100 words on:

## **Business Summer Task 2023 – Contd.**

- Who your target audience is
- Where you would place the advertisement
- What is the aim of your advertisement and if you think it would be effective.

### **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. Aldi vs Lidl, Inside the factory, Greggs
- Useful websites:
  - [www.tutor2u.net/business](http://www.tutor2u.net/business)
  - [www.bbc.co.uk/business](http://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.