

A Level Business Summer Research Task

To be a successful A level Business student you need to have an analytical mind. You need to make judgements and be able to justify your decisions. Keeping up to date with what is happening in the business world is essential. In your exams you will be expected to refer to real life businesses and use current examples to back up your arguments. It is essential that throughout the course you build up a portfolio of current business news articles. You will also be expected to interpret data, use financial calculations and refer to business models.

Task 1

SWOT analysis

- SWOT analysis is a technique that allows an organisation to assess its overall position.
- It is a method of analysing the current situation by examining the internal strengths and weaknesses of the business and the external opportunities and threats.

View the PowerPoint presentation [Resources\SWOT ANALYSIS.pptx](#) to find out more about SWOT analysis and watch the video about why NOKIA failed, and why having completed an extensive SWOT analysis could have helped them.

https://www.youtube.com/watch?v=QUk6V_fBSPw

If you require further information:

1. 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>

Watch the videos below that show examples of completed SWOT analysis

- Starbucks SWOT analysis <https://www.youtube.com/watch?v=mR9eICQJLXA>
- Tesla SWOT analysis https://www.youtube.com/watch?v=I7CT8Ox_Gcg

Research a business of your choice and produce a detailed SWOT analysis. Start by looking at the company websites and then current news articles to gather information.

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

	Strengths	Weaknesses
Internal factors		
	Opportunities	Threats
External factors		
	Positive factors	Negative factors

Task 2

Watch the video on Ben Francis who started Gym Shark

<https://www.youtube.com/watch?v=9ymzRRbu0vM>

Produce a document that explains what Entrepreneurship is, what roles they have to do, what skills qualities and traits are preferable, what barriers they face, and then produce a profile on a new entrepreneur documenting their story (Not one we already know Zuckerberg, Alan Sugar, Richard Branson etc)

Task 3

1. Read the article *Apocalypse now for Britain's retailers as low wages and the web cause ruin*
[Resources\High street changing trends.docx](#)
2. Using the article, answer the following questions. (Your answers should be written in paragraphs explaining reasons in full):
 - a) Explain the terms 'declining real pay' and 'debt problems'
 - b) Explain the reasons why consumer shopping patterns have changed?
 - c) Explain the challenges facing high street retailers
 - d) How have British landlords and retailers changed to adapt to these trends?
 - e) What types of new retailers are emerging? Do you think they will be successful?
 - f) How have recent events caused by the Coronavirus pandemic impacted retailing?
 - g) What can shops on the High Street do to survive and thrive?

Task 4 - Work through the worksheet on percentages complete sections B and C. [Resources\Percentage questions.docx](#)

TASK 5: Read the following articles about Amazon:

<https://www.forbes.com/sites/enriquedans/2019/06/16/amazons-very-bad-choices/#67794f5ec746>

<https://www.bbc.co.uk/news/technology-48536319>

<https://www.bloomberg.com/opinion/articles/2019-05-28/amazon-s-slowing-sales-growth-signals-a-supply-shift>

<https://www.bbc.co.uk/news/technology-48634676>

Evaluate the strategies that Amazon are planning to use to expand their business, do you think this will work or not? justify why. Whilst answering, think about the **Ethical** considerations in relation to how it treats its suppliers and customers in some of its strategies.

Textbooks and other reading resources for Business Studies

After each lesson it is recommended that you read around the topic covered to build up your foundation of knowledge and to reinforce your understanding.

<https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.resources.html?filterQuery=category:Pearson-UK:Publisher%2FPearson>

- Main Textbook - Edexcel AS/A level Business 5th edition Student Book. Publisher: Pearson. Author: Dave Hall et al. ISBN: 9781447983545. Approx £47 but secondhand copies are available on Amazon, etc.
- Revision Guide - REVISE Edexcel AS/A level Business Revision Guide & Workbook. Publisher: Pearson. ISBN: 9781292213217. Approx price £10

APPS for Business



Tutor2ubusiness is on Instagram and post regular short videos and revision questions which will consolidate your understanding throughout the course.

News websites for Business

1. The Guardian: <https://www.theguardian.com/uk/business>
2. The Independent: <https://www.independent.co.uk>
3. The FT: <https://www.ft.com>
4. Reuters: <https://www.reuters.com/>