



Watch the three videos below:

Business Objectives:

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

Mission Statements:

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

Aims and Objectives

<https://www.youtube.com/watch?v=OzWTEe4bna4>

Create an infographic/poster or presentation (min. 5 slides) that covers the mission statement and the financial and non-financial aims and objectives for a business of your choice. Your work should include;

- The mission statement for the business
- At least three aims and objectives
- A mixture of financial and non-financial aims..
- A section explaining whether you think these aims and objectives are appropriate for the business and the market they operate in.

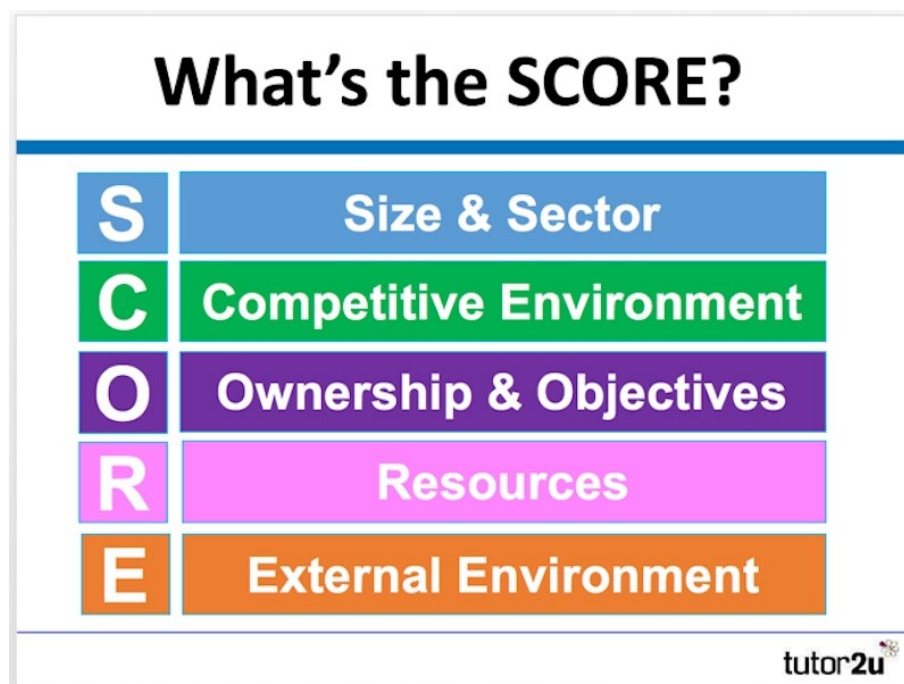
Use internet research to help you with this (many companies have corporate websites that provide information about their aims and objectives, this information is usually at the bottom of the website in the 'About us' section).

This can be hand drawn or done by using canva.com, Microsoft power point or word.

## A Level Business—Summer Work

**Products** are tangible items that can be touched, while services are intangible experiences. For instance, at Costa, their products include food and drinks, while the service involves the interaction between customers and staff, which is crucial for ensuring customer satisfaction. In this task, you'll analyse the products and services of various businesses and consider the implications of poor product quality or services specific to each business. It's essential to contextualise your ideas by linking them to aspects associated with each business. For example, in the case of Costa, context could involve the types of food and drinks they offer, like lattes and toasties, or mentioning competitors such as Starbucks.




In Business Studies, we use the **SCORE** acronym:






**Complete the table on the next page** to show specific products and services and impacts in context. The first one has been done for you. NB in the third column the context has been included in bold.

You should highlight any examples of context in bold too.

Try to get as many examples as you can. Also, in the third column try and add analysis, in the example the analysis is highlighted in yellow.

Business:	Product(s)/ Service(s):	Impact on the business if products/services are poor
	<p><b>Food:</b> Breakfasts Sausage and Egg McMuffins, Hash Browns, Big Mac, Signature Burger, Double Cheeseburgers, Happy Meals.</p> <p><b>Drinks:</b> Mc Café range of drinks, milk shakes, Coca-Cola, Tropicana, Water.</p> <p><b>Services:</b> Self-service kiosks, table service, drive thru, home delivery.</p>	<p>Customers might complain and demand a refund on their <b>meals</b>.</p> <p>Next time they are looking for fast food, they might go to a competitor such as <b>Burger King</b>, which would mean McDonalds would lose their market share and in the long term might <b>lose their position as market leader for fast food</b>,</p>
		
		

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## Task 2: Give definitions of the following terms:

Assets	
Fixed Costs	
Exchange rates	
Globalisation	
Market Research	
Niche markets	
Final Accounts	
Motivation	
Minimum Wage	

**Task 2: Give definitions of the following terms:**

Stakeholders	
Unlimited Liability	
Private Limited Company	
Opportunity Cost	
Tariffs	
Pricing mark-up	
Staff Appraisal	
Gross misconduct	
Commission	

## Task 3: Analyzing an Industry

In this task, you will delve into the analysis of a specific industry. Your goal is to examine various aspects such as market trends, competitive landscape, regulatory environment, and technological advancements within the industry. By conducting a thorough analysis, you will gain insights into the opportunities and challenges present in the industry.

To begin, **select an industry** of interest and gather relevant information from credible sources such as industry reports, market research studies, and news articles. Identify key players, market dynamics, emerging trends, and any significant disruptions impacting the industry.

Once you have collected sufficient data, **organize your findings into a structured analysis**. Consider using frameworks such as Porter's Five Forces, SWOT analysis, or PESTLE analysis to assess the industry's attractiveness and competitiveness.

Next, **critically evaluate** the strengths, weaknesses, opportunities, and threats facing the industry. Identify potential areas for growth, innovation, and competitive advantage, as well as potential risks and challenges that may hinder industry progress.

Finally, **conclude your analysis by summarizing key findings and insights**. Discuss implications for businesses operating within the industry, potential strategies for success, and recommendations for stakeholders to navigate the evolving landscape effectively.

Remember to support your analysis with relevant data and examples, and cite your sources appropriately. Effective industry analysis requires a comprehensive understanding of market dynamics and a critical evaluation of various factors influencing industry performance.

## Business Wider Reading List

This reading list has been put together to help you develop your interests in the wider world of Business as well as preparing you for A Level and University. One of the best ways to stand out during your Sixth Form studies is through the amount of independent study you undertake outside of the classroom. Regardless of your future plans, the ability to extend yourself and research independently into your interests is an invaluable skill. There are a range of resources listed including books, podcasts, websites and social media accounts to offer you variety!



### **Books:**

#### **How I Made It: 40 Successful Entrepreneurs Reveal How They Made Millions - Rachel Bridge**

An essential read for anyone that is thinking about starting their own business. Successful Entrepreneurs are interviewed about how they spotted a gap in a market, and developed a USP.

#### **The Tipping Point: How Little Things Can Make a Big Difference - Malcolm Gladwell**

A very readable and fascinating book, which investigates the reason's products become market leaders.

#### **The Google Story - David A. Wise**

An interesting investigation into the culture at Google, includes insights into the four-day working week and soft management styles. Are these the things that made Google the world's number one search engine?

#### **Quiet leadership – Carlo Ancelotti**

Carlo Ancelotti is one of the greatest managers of all time, with five Champions League titles to his name. Yet, this approach could not be further from the aggressive theatricals favoured by many of his rivals. His understated leadership style has earned him the fierce loyalty of players like David Beckham and Cristiano Ronaldo.

#### **The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer - Jeffrey Liker**

This book covers Japanese Management Techniques such as Kaizen and TQM that you will study in Unit 2 Operations Management.

#### **Business Stripped Bare: Adventures of a Global Entrepreneur - Sir Richard Branson**

The autobiography of Britain's most famous entrepreneur.

#### **Shoe Dog: A memoir by the Creator of NIKE – Phil Knight**

Shoe Dog is a memoir by Nike co-founder Phil Knight. The memoir chronicles the history of Nike from its early struggles to its evolution into one of the world's most recognised and profitable companies.

#### **Lean in: Women, Work and the Will to lead – Nell Scovell and Sheryl Sandberg**

Sheryl Sandberg is chief operating officer of Facebook draws on her own experiences of working in some of the world's most successful businesses.



### **The Intelligent Investor - Benjamin Graham**

The classic book on stock market investment, as recommended by Warren Buffet.

### **No Logo - Naomi Klein**

Klein investigates the negative side to marketing and globalisation.

### **Strong Woman: The Truth About Getting To The Top - Karren Brady**

An inspiring and real look at work life, Karen Brady defies convention as a directional business women in a male industry. This is the truth about how she does it, her drive and her skills – it offers brilliant advice on how you can do it too.

### **Amazon: How the World's Most Relentless Retailer Will Continue to Revolutionize Commerce – Natalie Berg and Miyah Knights**

What is the secret to Amazon's success? What does the e-commerce giant have in store for the future? Explore the disruptive new retail strategies of the world's most relentless retailer and gain valuable lessons that can be applied to any business in the e-commerce sector.

### **Jo Malone: My Story**

Jo Malone is the inspirational British businesswoman responsible for creating her globally renowned beauty business.



### **Podcasts:**

**TED Talks Business** – Some of the worlds greatest innovators, entrepreneurs and business researchers share their stories and insights from the stage at TED conferences.

**Business Daily (BBC)** – The daily drama of money and work from the BBC – useful to stay up to date with the latest business news.

**The World of Business** – Insights into the business world – featuring content from BBC Radio 4's In Business programme. Episodes are released weekly and cover a range of issues, particularly businesses approach to climate change.

**Business Wars** – Netflix v HBO, Nike v Adidas – Business is war! Sometimes the prize is your wallet or your attention. Sometimes its just the fun of beating the other. The outcomes of these battles shapes what we buy and how we live. Business Wars gives you the real story of what drives these companies and their leaders to new heights or to ruin.

**How I Built My Small Business** – Stories of how entrepreneurs have built their small business; the entrepreneurs offers its listeners an in-depth insight into the strategies they implemented to grow their business. The businesses vary greatly, however you will recognise some such as Smokehouse and Soapbox.

**How I Built This with Guy Raz** – Guy delves into the stories of some of the world's best known companies. He provides listeners with insight into the lives and stories of some of the most popular business leaders behind leading companies in a number of industries.

**The Diary of a CEO** - 27 year old Steven Bartlett is CEO of one of the UK's fastest growing companies – Social Chain. Each week he gives you an insight into what it is like behind the scenes of being an entrepreneur.

## Social Media:



- @Businessinsider
- @Simplepolitics
- @Businessweek
- @Bloombergbusiness
- @cnnbusiness
- @businessinsiderintelligence



- @BusinessDesk
- @BBCBusiness
- @Businessinwales
- @ReutersBiz
- @HarvardBiz
- @Forbes
- @telebusiness
- @ftbized

## TV Programmes / documentaries:



- Dragons Den – BBC Two
- M&S v Waitrose: Which Is Better Value? – Channel 5
- Aldi v Lidl: Supermarket Wars – Channel 5
- British Airways 24/7: Access All Areas – Channel 5
- Inside Asda: Bigger, Better Cheaper? – Channel 5



- Inside DHL: The World's Biggest Delivery Company – Channel 5
- Inside Tesco: Britain's Biggest Supermarket – Channel 5
- Inside Harrods: The World's Most Famous Department Store – Channel 5
- Inside Nandos: A Peri-Peri Big Success Story – Channel 5
- Inside Cadbury – Channel 5



- Premier Inn: Britain's Biggest Budget Hotel – Channel 5
- Ryanair: Britain's Most Hated Airline – Channel 5
- Secrets of McDonalds: 100 Billion Dollar Burger – Channel 5
- Secrets of the Kellogg's Factory – Channel 5
- Sports Direct: Secrets Of The Mega Sports Factory – Channel 5
- World's Most Luxurious Cars/Homes/Hotels/Trains – Channel 5
- Heathrow: Britain's Busiest Airport – ITV



- Martin Lewis Money Show – ITV
- Made in Britain – ITV
- Panorama: Amazon: What They Know About Us – BBC
- Panorama: How To Save The High Street – BBC
- Panorama: Can We Trust Huawei - BBC
- Question Time – BBC



## Films:

- The Social Network
- The Big Short
- Moneyball
- The Intern
- Wall Street
- Inside Job
- A Beautiful Mind
- Enron – The Smartest Guys In The Room
- The Founder (Story behind the growth of McDonalds)



## Websites:

- <https://www.tutor2u.net/business>
- <https://www.s-cool.co.uk/a-level/business-studies>
- [https://www.wjec.co.uk/en/qualifications/business-as-a-level/#tab\\_overview](https://www.wjec.co.uk/en/qualifications/business-as-a-level/#tab_overview)
- <https://resources.wjec.co.uk/Pages/ResourceByArgs.aspx?subId=4&lvlId=1>
- <https://businesscasestudies.co.uk/>
- <https://www.bbc.co.uk/news/business>
- <https://www.theguardian.com/uk/business>
- <https://www.walesonline.co.uk/business/>
- [https://www.youtube.com/playlist?list=PLp8BSCLLWBUCTDvRtruUQE7Auli3N\\_kxk](https://www.youtube.com/playlist?list=PLp8BSCLLWBUCTDvRtruUQE7Auli3N_kxk)