

## Bridging work for A Level Business

Welcome!! You are about to enter the real world of Business. A Level Business is a dynamic subject which has theories at its core but whose interpretation and value are subject to the rapid changes in the external environment. COVID 19 and The War in Ukraine has created an enormous external shock to business in all aspects of activity, with a particularly sharp increase in supplier prices. Brexit has also made an impact on many industries, as have the requirements to adapt to the serious environmental challenges globally. Just think about the emergence of companies like Tesla, the enormous scope of Amazon and the popularity of streaming services like Netflix.

These examples represent just some of the companies, industries and obstacles which we will cover in depth over the next two years. This subject will provide you with greater clarity about the world of work which you will encounter in the near future. It may also provide you with a springboard towards a future career in Marketing, Accounting, Law and Management.

So, to start off with, over the summer we would like you to learn some new study skills as the first two topics cover 'What is Business?' and 'What is Leadership?'

The best way of doing this is to research a couple of companies in some depth. Consequently, we would like you to choose a locally based company, who may trade nationally or internationally but who have their HQ within a 50-mile radius of Huish. I would also like you to then choose a company drawn from any industry that you are interested/impressed with or just curious about. Examples drawn from this year's students include Nvidia, Oculus, Cadbury, Tesla, BMW, Sony, The Body Shop, Liverpool FC, Tesla, Amazon, Clarks and Apple.

For both of your chosen companies I would like you to answer, in detail, the following questions:

- What business (or businesses) are they in and how do they ADD VALUE to make a profit from their activities?
- Who are the main leaders of the business and what is their style of management?
- What is the Size of the business? (Revenues, Profits, Cost base)
- What Sector are they in? (Primary, Secondary, Tertiary)
- Who are their major competitors?

- Is their market sector growing?
- What is their ownership structure?
- What is their primary business objective?
- What do you assess to be their resource base eg Finance, Intellectual Property, People, Products, Services?
- What kind of External challenges do they face from a Legal, Economic and a Technological perspective?

Remember that you will be developing your knowledge of these two companies over the next two years as we seek to contextualise business activities by reference to current examples.

Please write a report with narrative, graphics and figures and be prepared to present your findings to me and the group. Presentations and research are a big component of the course.

We look forward to seeing you and to receiving this report in September.

Good luck.

Mrs Jenner-Laurens and Mr Madden