



Business Y11 going into Y12 bridging work – June 2021

You task is to:

1. **Research an Entrepreneur** of your choice. Some examples include; Richard Branson, Levi Roots, James Dyson, J.K Rowling, Michelle Mone, Baroness Mone, Katie Price, Gemma Collins, Caggie Dunlop (Made in Chelsea) and Lord Alan Sugar.
 - a. What's skills / characteristics does the entrepreneur have. Outline why this has impacted them in becoming a success.
 - b. Outline what challenges they have faced and how they overcame these
 - c. Outline the advantages and disadvantages of becoming an entrepreneur
 - d. When did they start up?
 - e. What is the company turnover?
 - f. What is the company profit?
 - g. How much money is your entrepreneur worth?
 - h. How big is their company / how many companies (how many staff do they employ)?
 - i. Is it a local, national or global business?
 - j. Outline what they could focus on to further expand in the future

Think about your presentation / please add colour / graphs / images and any company information on the individual you have researched.

2. **Research a business of your choice / how they have been dealt with the Covid-19 crisis.**
 - a. We have been living through a fairly crazy situation at the moment which has impacted on every aspect of our daily lives. As I am sure you are aware, Covid19 has had a massive impact on businesses, both large and small, across the globe.
 - b. Taking March 2020 as your starting point, I would like you to research one of the following businesses (see list below) and see how they have been dealing with and reacted to the crisis. They are all high profile companies so there should be plenty of information available.
 - c. Start your research by producing a fact sheet about the business
 - i. Who they are,
 - ii. What do they produce,
 - iii. Where are they based,
 - iv. How much profit (or loss?) did they make last year,
 - v. How many people do they employ.
 - d. Research any recent news stories. Write a summary of what you find. Keep your findings as a Word document or similar.

You could keep this research going over the next few weeks or months. We can return to your chosen business over the duration of your Business A Level course.

Pick one of the following:

- Amazon
- John Lewis & Waitrose
- Sainsburys
- Ocado
- BP
- British Airways
- Unilever
- Easyjet
- Carnival Cruises
- HSBC
- Lloyds Bank
- Next



- Taylor Wimpey
- Apple
- Starbucks
- Pret a Manger
- Marstons
- Restaurant Group
- Marks & Spencer

3. Please complete the 'What Calculations? Part 2' file (total of 25 marks)

4. Extension A: (optional) Watch an entrepreneurial film online / Netflix

- Entrepreneurs are frequently displayed in films and on television. A list of Business related films is included below, but if you could watch one of the following that would be great. You may need to search on your various streaming platforms for them. "Self-Made" is currently streaming on Netflix.
- Other examples - The Hundred Foot Journey, The Founder, Kinky Boots, Self-Made

5. Extension B: (optional) Watch Inside the Supermarket

Feel free to watch "Inside the Supermarket" which opened the doors to Sainsbury's as they celebrated their 150th birthday. These are no longer available on the BBC iPlayer, but you can watch some of them via YouTube (episodes 1, 5 and 6). So grab some snacks and follow the links below: www.youtube.com/watch?v=qwucutFTsQ
Or www.youtube.com/watch?v=KWeAEqmo-Kc or www.youtube.com/watch?v=Mtz-uc4AVdA

Deadline: Please hand this in to us in September 2021 in your first lesson back.

Mr Kelly – lpk@bournside.gloucs.sch.uk

Miss Wolsey - rw@bournside.gloucs.sch.uk

Mrs Dennis – pkd@bournside.gloucs.sch.uk

Business Department – Business Information for parents, carers and students

Exam board: WJEC A-level Business

- Exam board website - https://www.eduqas.co.uk/qualifications/business-as-a-level/#tab_overview
- Business A-level Resources - <https://resources.eduqas.co.uk/Pages/ResourceByArgs.aspx?subId=4&lvlId=1>
- Business A-level Knowledge Organisers – (Comp 1 - Exam 1) <https://resources.eduqas.co.uk/Pages/ResourceSingle.aspx?rId=661>

See the Business, Economics and Law Dept Subject pages on the school Website and Showbie