

# Bridging Work

# Business

## Year 12 into 13

### Instructions

The following work has been designed to prepare you for Y13 Business.  
All the links have been provided and instructions are included with each activity

### Contents

#### Theme 3

3.1.1 Corporate objectives

3.4.4 Business Ethics

3.1.3 SWOT analysis

3.1.4 Impact of external influences – PESTLE analysis

#### Theme 4

A mixture of topics within this theme

#### Book Review

**We look forward to seeing your presentations in September.**

## Activity 1

This activity requires a lot of research. The topics for theme 3 that this activity will prepare you for are:

3.1.1 Corporate objectives

3.4.4 Business Ethics

3.1.3 SWOT analysis

3.1.4 Impact of external influences – PESTLE analysis

Look at the list below and find the Business you have been given to research for this task.

Name Business

AHMED Siham	Hotel Chocolate
AVRAM (Ruthi) Eden	Disney
COMARITA Sergiu-Emanuel	John Lewis
FARAH Sagal	ASOS
GUL Abdul	JD Sports
HILOWLE Mohamed	BMW
INAMDAR Diya	Starbucks
KAMALANATHAN Kavinja	Lush
KERAI Dhirav	Samsung
MEHA Ernest	Kelloggs (Cereal)
NAKEEB Saarah	Zara
PATEL Yookta	Tropic Skincare
PERERA Sandhiya	Coca Cola
PINKNEY-BLAKE Shae	Nestle
QALLIA Sophie	McDonalds
QASIMI Ilyas	Nintendo
SHAH Vishay	SKY
THAKRAR Nikita	Amazon
THEYS Kiara	Adidas

You need to create a PowerPoint about your Business. Suggested slide titles would be as follows:

Slide 1 – Brief Introduction of your Business

Slide 2 – Corporate Objectives

Slide 3 – Mission Statement

Slide 4 – Business Ethics

Slide 5 – SWOT Analysis – a general introduction into SWOT

Slide 6 – Strengths – your business

Slide 7 – Weaknesses – your businesses

Slide 8 – Opportunities – your business

Slide 9 – Threats – your business

Slide 10 – PESTLE – a general introduction into PESTLE

Slide 11 – Political – Your business

Slide 13 – Economic - Your business

Slide 14 – Social - Your business

Slide 15 – Technological - Your business

Slide 16 – Legal - Your business

Slide 15 – Environmental - Your business

You will be marked on the research and content of your slideshow. The overall presentation and how engaging your slideshow is. You may include pictures, videos and any relevant information.

## Activity 2

Inside the factory – Cereal bars

A factory manufactures goods. It takes inputs and adds value to create an output.

- Write a definition of each of the underlined terms.
- Are factories part of the primary, secondary or tertiary sector? Explain your answer.

If you are not sure or want more information on business sectors watch the YouTube video below.

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

This worksheet is based on the BBC programme Inside the factory.

Watch the programme as you complete the activities and questions that follow.

<https://www.bbc.co.uk/iplayer/episode/m000hy3b/inside-the-factory-series-5-10-cereal-bars?fbclid=IwAR1C1wtt04hnuvMBkFRJlxNEchvgKaowN6CLcuJzmcafgbzyYy50wGtTrUY>

Pause after the introduction

- What evidence is there of the 4 factors of production?
  1. Land
  2. Labour
  3. Capital
  4. Enterprise

Pause after the first 15 minutes

- With the use of examples from the cereal factory, distinguish between fixed and variable costs.
- What evidence is there of a system of quality assurance?

If you want further information about quality assurance watch the YouTube video below.

<https://www.youtube.com/watch?v=RsfMiCR2Q3Y>

- Explain how the business makes use of technology.

Pause after minute 20.

- Where did the idea come from?

- What factors contributed to the rapid growth?
- With the use of examples, explain what is meant by first mover advantage.



This is an image of the product being made in this video.

- Annotate the image to show what you think the ingredients are. Allocate a % or fraction to each ingredient to show how much it contributes to the final product.
- As you watch the remainder of the programme annotate your image, with the actual ingredients and quantities, using a different colour pen.
- Place the production method on the spectrum below. Justify your decision.

Labour intensive      <----->      Capital intensive

- How long did it take from the nuts arriving at the ingredients prep area to being loaded onto the vans as a finished product?
- Draw the process from tree to bar.

### Activity 3

#### How Much Do You Know About Rowntree's?

We try to encourage students to ask why? This entails looking for links between the activities of a business and the theory they learn in the classroom.

I liked this 15 question quiz on Rowntree's and have written a business question to go with each one. The old Rowntree's building is in the city of York. It is now owned by Nestle. Nearby is Joseph Rowntree Park which is part of the history of the city, sadly, much of the Nestle factory has been destroyed, with a lot of production relocated abroad. However, if you ever visit York you can still smell chocolate in the air!

Try the quiz, read the correct answers and additional comments. Excuse the few "risky" comments and answer the questions below.

<https://www.yorkmix.com/quiz-how-much-of-a-rowntrees-expert-are-you/>

1. Why do you think the business has survived so long?
2. Why would Rowntree's have wanted to takeover this business?
3. Why do all 4 of these products have a long product life cycle?
4. Evaluate how effective you think the advert and slogan would have been in 1990?
5. Is this market segmentation?
6. With reference to Rowntree's, explain the term promotional technique.
7. What are the costs and benefits to Nestle of removing artificial colourings?
8. Why might different flavours be sold in the Japanese market? Which of these flavours would you introduce to the UK and why?
9. Why was confectionary rationed? Try to use business terminology in your answer.
10. How effective do you think this billboard advert would have been? Consider the location and message.
11. With reference to Rowntree's, explain what is meant by the term extension strategy.
12. What are the benefits to Nestle of doing good for society?
13. What factors will have contributed to changes in packaging over time?
14. Why might customers have been willing to pay this much for a box of chocolates pre 1933?
15. How important do you think that branding is to the long run success of the fruit pastilles product range?

# A Level Business

## Theme 4

Bridging Work

## Activity 1

### Introduction

#### Global Business

Many countries and global businesses will be covered throughout theme 4. It is important that you have as much background knowledge on certain countries before we cover the remaining specification.

- Carry out in-depth research into the country that you have been given below.

AHMED Siham	Bangladesh
AVRAM (Ruthi) Eden	Brazil
COMARITA Sergiu-Emanuel	China
FARAH Sagal	Ethiopia
GUL Abdul	Guyana
HILOWLE Mohamed	India
INAMDAR Diya	Indonesia
KAMALANATHAN Kavinja	Malaysia
KERAI Dhirav	Mexico
MEHA Ernest	Nepal
NAKEEB Saarah	Nigeria
PATEL Yookta	Rwanda
PERERA Sandhiya	Saudi Arabia
PINKNEY-BLAKE Shae	South Africa
QALLIA Sophie	South Korea
QASIMI Ilyas	Vietnam
SHAH Vishay	Cambodia
THAKRAR Nikita	Maldives
THEYS Kiara	Libya



Research should be based on recent facts and statistics, from 2015 onwards.  
Your research must come from several sources, useful sources to help gather statistics and information include:

<https://www.statista.com/>  
<https://www.worldbank.org/>  
<http://www.oecd.org/>

- Your findings must be as detailed as possible and written using your own words.
- Work must be produced on A3 landscape word document, with clear titles. Include images, graphs and charts.
- Research and collate detailed facts and statistics on the following:

Background information (culture, map, flag...)

Imports

Exports

Inflation

Trading bloc

Disposable income

Unemployment rate

Gross domestic product

Inflation

Population

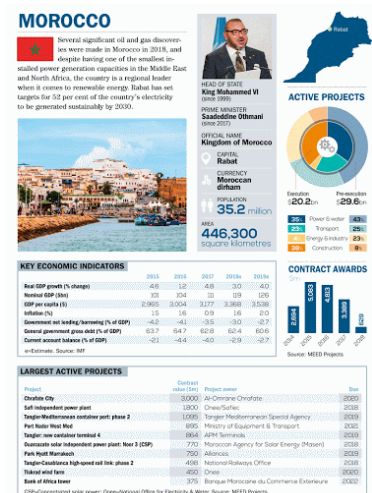
Life expectancy

Age distribution Leading companies

Public infrastructure (hospitals, schools, public roads, railroad)

International comparison

- Upload your research file on teams. You will present your document in class once it has been reviewed by your teacher.



Example

## Activity 2

Select **ONE** book from the list below (some of these can be bought used from Amazon for 1p). The highlighted ones are easier to read.

BUSINESS STUDIES READING LIST	
100 greatest ideas for effective leadership and management	John Adair
Anyone Can Do It: My Story	Duncan Bannatyne
Competing for the Future	Gary Hamel/C Prahalad
Competitive Strategy: Techniques for Analyzing industries and Competitors	Michael E. Porter
Don't Work and What to Do about It	
Shoe Dog (Nike)	Phil Knight
Freakonomics: A Rogue Economist Explores the Hidden Side of Everything	Steven Levitt/S Dubner
Ali Baba – The house that Jack Ma built	Duncan Clark
Good to Great: Why Some Companies Make the Leap...and Others Don't	Jim Collins
Elon Musk: How the Billionaire CEO of SpaceX and Tesla is Shaping our Future	Ashlee Vance
Losing My Virginity	Richard Branson
No Logo	Naomi Klein
Organizational Culture and Leadership	Edgar H. Stein
Out of the Crisis	W. Edwards Deming
The Everything Store – Jeff Bezos and the age of Amazon	Brad Stone
Tescopoly: How One Shop Came Out on Top and Why It Matters	Andrew Simms
The Bottom Billion: Why the Poorest Countries Are Failing	Paul Collier
The E-Myth Revisited: Why Most Small Businesses Fail	Michael E. Gerber
Steve Jobs: The exclusive biography	Walter Isaacson
The Long Tail: How Endless Choice Is Creating Unlimited Demand	Chris Anderson
The Practice of Management	Peter F. Drucker
How to turn down a billion dollars – The Snapchat Story	Billy Gallagher
The Real Deal	James Caan
The Snowball: Warren Buffett and the Business of Life	Alice Schroeder
The Tipping Point: How Little Things Can Make a Big Difference	Malcolm Gladwell
The Wisdom of Crowds: Why the Many Are Smarter Than the Few and	James Surowieki
The Airbnb Story: How to Disrupt an Industry, Make Billions of Dollars ... and Plenty of Enemies	Leigh Gallagher
Tycoon	Peter Jones
Who Runs Britain? How the Super-Rich are changing our Lives	Robert Preston
Wikinomics	Don Tapscott
World at your feet	Sabirul Islam
The ride of a lifetime (The story of Disney)	Robert Iger

Write a book review (use PPT) on the book that you have read. Highlight:

What the book was about?

What was interesting?

What did you learn?

Would you recommend this book?

How many stars would you give it out of 5.

**Your book review should be no longer than 5 minutes.**

