

## A Level Business Bridging work – Year 11 to Year 12

### **Theme 1**

#### Syllabus area

Introduction – what is a market?

##### **1.1.1 The market**

Mass markets and niche markets

Dynamic markets

##### **1.1.2 Market research**

Product and market orientation

Methods of market research

Uses and limitations of these methods

Market segmentation from market research results

##### **1.1.3 Market positioning**

How businesses use market research information

#### Activity - 1

You should research a range of business examples, such as local tradesmen or national businesses such as Greggs, Tesco, Next, ASOS, Debenhams, Game, HMV, Misguided and identify their markets.

You need to describe market size and market share – combine this with research on recent news regarding the business's approach to branding.

One useful source of information on markets is [www.keynote.com](http://www.keynote.com). Newspaper websites could also be used.

Interesting case studies could include:

- ASOS – <http://businesscasestudies.co.uk/asos-com/strategic-growth-in-the-fashion-retail-industry/growth.html#axzz2zv5KAbrb>
- HMV – [www.retail-week.com/technology/hmv-kick-starts-digital-strategy-with-launch-of-innovative-app/5053996.article](http://www.retail-week.com/technology/hmv-kick-starts-digital-strategy-with-launch-of-innovative-app/5053996.article)
- Waterstones – [www.independent.co.uk/arts-entertainment/books/news/waterstones-to-open-its-first-new-store-in-six-years-9270045.html](http://www.independent.co.uk/arts-entertainment/books/news/waterstones-to-open-its-first-new-store-in-six-years-9270045.html)

You should carry out their own surveys using both open and closed questions to enable them to gather quantitative and qualitative information to determine likely demand for new menus in the school canteen, for school business enterprises or for fund raising/charity events.

Government websites are useful secondary sources:

- [www.statistics.gov.uk/hub/index.html](http://www.statistics.gov.uk/hub/index.html)
- [www.statisticsauthority.gov.uk/](http://www.statisticsauthority.gov.uk/)

Students could compare the ice cream brands Wall's, Nestlé and Häagen-Dazs and consider how and why they differentiate their products

#### Assessment - 1

- ✓ You need to produce a PowerPoint ready to present on your return in September and in the first lesson.
- ✓ Your presentation needs to be 5 minutes maximum
- ✓ Produce a hand-out A4 single side to submit with your research alongside your findings

## 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.

<b>BUSINESS STUDIES READING LIST</b>	
100 greatest ideas for effective leadership and management	John Adair
<b>Anyone Can Do It: My Story</b>	<b>Duncan Bannatyne</b>
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	
<b>Shoe Dog (Nike)</b>	<b>Phil Knight</b>
<b>Freakonomics: A Rogue Economist Explores the Hidden Side of Everything</b>	<b>Steven Levitt/S Dubner</b>
<b>Ali Baba – The house that Jack Ma built</b>	<b>Duncan Clark</b>
Good to Great: Why Some Companies Make the Leap...and Others Don't	Jim Collins
<b>Elon Musk: How the Billionaire CEO of SpaceX and Tesla is Shaping our Future</b>	<b>Ashlee Vance</b>
Losing My Virginity	Richard Branson
<b>No Logo</b>	<b>Naomi Klein</b>
Organizational Culture and Leadership	Edgar H. Stein
Out of the Crisis	W. Edwards Deming
<b>The Everything Store – Jeff Bezos and the age of Amazon</b>	<b>Brad Stone</b>
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
<b>Steve Jobs: The exclusive biography</b>	<b>Walter Isaacson</b>
The Human Side of Enterprise	Douglas McGregor
The Long Tail: How Endless Choice Is Creating Unlimited Demand	Chris Anderson
The Practice of Management	Peter F. Drucker
<b>How to turn down a billion dollars – The Snapchat Story</b>	<b>Billy Gallagher</b>
<b>The Real Deal</b>	<b>James Caan</b>
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
<b>The Airbnb Story: How to Disrupt an Industry, Make Billions of Dollars ... and Plenty of Enemies</b>	<b>Leigh Gallagher</b>
<b>Tycoon</b>	<b>Peter Jones</b>
What is Strategy and Does it Matter? (Routledge Series in Management)	Richard Whittington
Who Runs Britain? How the Super-Rich are changing our Lives	Robert Preston
Wikinomics	Don Tapscott
World at your feet	Sabirul Islam

## Assessment 2

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 presentation should be no longer than 5 minutes.**



**Loved it**



**Liked it**



**It was ok**



**Disliked it**



**Hated it**