

# A Level Business

## Year 11 Transition Pack



You are required to complete **ALL** of the activities in this transition pack for submission in the first week of the new academic year. **The A Level in Business is a fun, embracing yet challenging qualification.** You will engage with the world of business through the context of current business developments and real business situations. You'll learn how management, leadership and decision-making can improve performance in marketing, operational, financial and human resources. There will be ten taught lessons per fortnight. It is then expected that students do three to five hours per week of independent study at home and during their study periods in school.

# Business

This is a detailed and comprehensive assignment that you have been given. **Do not rush it.** We advise that you complete different parts of the transition pack at different points in the summer holiday, rather than leaving it all until the final week of your break. **You should expect to spend longer on these tasks than any homework you have completed before.** A Level Business will be a significant step up from the work you have completed in Year 11.

## Task One – Business impact and response to the coronavirus crisis

The coronavirus pandemic has only impacted on schools and how you are currently accessing your education but has had a significant impact on businesses both in the UK and globally.

- (a) Before you watch the video try to identify 3 businesses that have been negatively impacted and 3 businesses that have been positively impacted by the lockdown.

<https://www.tutor2u.net/business/reference/business-impact-and-response-to-the-coronavirus-crisis>

- (b) Conduct your own internet research into at least two of the businesses listed below and explain the different ways how they have been impacted by the coronavirus pandemic.



<https://www.bbc.co.uk/news/business-52489013>



[https://www.bbc.co.uk/news/business-52441772?intlink\\_from\\_url=https://www.bbc.co.uk/news/business&link\\_location=live-reporting-story](https://www.bbc.co.uk/news/business-52441772?intlink_from_url=https://www.bbc.co.uk/news/business&link_location=live-reporting-story)



<https://www.bbc.co.uk/news/business-52458725>



<https://www.bbc.co.uk/news/business-52495958>

- (c) From the video clip, explain the range of help that the government has offered UK businesses during the lockdown period.

## Task Two – Boston Matrix

During your study of A-Level Business you will learn about a wide range of different models that businesses use in order to improve their performance. The **Boston Matrix** is a model which helps businesses analyse their portfolio of businesses and brands.

- (a) Using the link below, watch the topic video and then complete the activities that follow.

<https://www.tutor2u.net/business/reference/the-boston-matrix-explained>

- (b) The following companies all sell a wide range of different products and services. For each company, try to categorise some of their products into the four main sections of the Boston Matrix:



- (c) Complete the online quiz about the Boston Matrix.

<https://www.tutor2u.net/business/reference/boston-matrix-revision-quiz>

## Task Three – Numeracy skills

In A-Level Business you are required to have good numeracy skills. In assessments, you will be required to confidently calculate and interpret data. Complete this range of exercises test your ability to be calculating percentage changes.

1. A business increases its selling price from £5 to £7. Calculate the percentage increase in price.
2. A business reduces its selling price from £12 to £7.50. Calculate the percentage decrease in price.

## Percentage Practice Activities

3. A business sells a product for £150 per unit. It decides to reduce the price by 20%. Calculate the new selling price per unit.
4. After reducing the price of a product, the quantity demanded of the product increased from 200 units per week to 260 units per week. Calculate the percentage increase in the quantity demanded.
5. A business increased the price of its products from £80 per unit to £110 per unit. After the price increase, the quantity demanded fell from 800 units per week to 700 units per week. Calculate the percentage increase in price and the percentage decrease in the quantity demanded.
6. A business employs 2,200 staff. 176 staff work at the Head Office of the business. Calculate the percentage of staff who work at Head Office.
7. This year a business estimates that it will sell 138,000 units, 15% more than last year. Calculate the estimated number of units sold last year.
8. In 2018, the total size of a market by value was £840,000, 5% higher than in 2017. The average selling price per unit in 2017 was £4. Calculate the total size of the market by volume in 2017.
9. In 2018, the size of a market by volume was 400,000 units. The market is expected to grow by 6% per year for the next 5 years. Calculate the expected market size by volume in 2019 and 2020.
10. In 2016, a business had sales revenue of £200,000. In 2017, their sales revenue increased to £240,000 and in 2018 it increased to £288,000. In 2019, the total size of the market by value of the market the business operates in is forecast to be £8,640,000. If the business achieves the same rate of sales growth in 2019 as it has previously, what will their market share be in 2019?

## Task Four – The story of LUSH



Cosmetics company LUSH has been on British High Streets and shopping centres since the 1990s. What do you know about the business? Using the video links below and from your own research, create a company profile about the business which includes information on the following:

- Its origins – where and how did it begin?
- How has the business expanded - how many stores does it now have and in how many different countries?
- What different range of products does LUSH sell?
- Who are the main competitors of LUSH?
- What is unique about this business? How does it differentiate itself from the competition?
- Who is their target market? Describe what the typical LUSH customer would look like.
- Find out about the financial performance of the business. Revenue and profits?
- In what different ways is LUSH considered to be an 'ethical' business?

[https://www.youtube.com/watch?v=HK\\_4T7BFwI](https://www.youtube.com/watch?v=HK_4T7BFwI)

<https://uk.lush.com/tag/our-policies>

# Suggested reading and listening

High-performing students enjoy reading about their subject and invest lots of their time finding out more about it. Below is a list of books that are relevant to what you will be studying in Year 12. They are all readily available to purchase relatively cheaply either online or from your local bookshop. Why not choose one to read over the summer holidays and then swap your book with another student studying the course.

<u>Title</u>	<u>Author</u>	<u>Amazon link</u>
Good Strategy/Bad Strategy	Richard Rumelt	<a href="https://www.amazon.co.uk/Good-Strategy-Bad-difference-matters/dp/1781256179/ref=sr_1_1?crid=3ATMU9HK32Y2D&amp;dchild=1&amp;keywords=business+strategy+books&amp;qid=1588251282&amp;s=books&amp;prefix=business+str%2Cstripbooks%2C170&amp;sr=1-1">https://www.amazon.co.uk/Good-Strategy-Bad-difference-matters/dp/1781256179/ref=sr_1_1?crid=3ATMU9HK32Y2D&amp;dchild=1&amp;keywords=business+strategy+books&amp;qid=1588251282&amp;s=books&amp;prefix=business+str%2Cstripbooks%2C170&amp;sr=1-1</a>
Competitive Strategy	Michael Porter	<a href="https://www.amazon.co.uk/Competitive-Strategy-Techniques-Industries-Competitors/dp/0743260880/ref=pd_sbs_14_4/261-7836102?encoding=UTF8&amp;pd_rd_i=0743260880&amp;pd_rd_r=592528a4-d1a4-422b-8e10-f0c5ce67b819&amp;pd_rd_w=cylFc&amp;pd_rd_wg=Csxlv&amp;pf_rd_p=2773aa8e-42c5-4dbe-bda8-5cdf226aa078&amp;pf_rd_r=HH6292D16A917280G7WW&amp;psc=1&amp;refRID=HH6292D16A917280G7WW">https://www.amazon.co.uk/Competitive-Strategy-Techniques-Industries-Competitors/dp/0743260880/ref=pd_sbs_14_4/261-7836102?encoding=UTF8&amp;pd_rd_i=0743260880&amp;pd_rd_r=592528a4-d1a4-422b-8e10-f0c5ce67b819&amp;pd_rd_w=cylFc&amp;pd_rd_wg=Csxlv&amp;pf_rd_p=2773aa8e-42c5-4dbe-bda8-5cdf226aa078&amp;pf_rd_r=HH6292D16A917280G7WW&amp;psc=1&amp;refRID=HH6292D16A917280G7WW</a>
The Business Model Book	Adam Bock & Gerard Goerge	<a href="https://www.amazon.co.uk/Business-Model-Book-business-Brilliant-ebook/dp/B078J995Z7/ref=pd_rhf_se_p_img_5?encoding=UTF8&amp;psc=1&amp;refRID=2NKXX9MAV0TNWZ9HTJZ3">https://www.amazon.co.uk/Business-Model-Book-business-Brilliant-ebook/dp/B078J995Z7/ref=pd_rhf_se_p_img_5?encoding=UTF8&amp;psc=1&amp;refRID=2NKXX9MAV0TNWZ9HTJZ3</a>
The 15 Essential Marketing Masterclasses	Dee Blick	<a href="https://www.amazon.co.uk/Essential-Marketing-Masterclasses-Small-Business/dp/0857084402/ref=sr_1_1?dchild=1&amp;keywords=business+marketing&amp;qid=1588251772&amp;s=books&amp;sr=1-1">https://www.amazon.co.uk/Essential-Marketing-Masterclasses-Small-Business/dp/0857084402/ref=sr_1_1?dchild=1&amp;keywords=business+marketing&amp;qid=1588251772&amp;s=books&amp;sr=1-1</a>
Peak	Chip Conley	<a href="https://www.amazon.co.uk/Peak-Companies-Maslow-Revised-Updated/dp/1119434920/ref=sr_1_3?dchild=1&amp;keywords=business+leadership+maslow&amp;qid=1588252106&amp;sr=8-3">https://www.amazon.co.uk/Peak-Companies-Maslow-Revised-Updated/dp/1119434920/ref=sr_1_3?dchild=1&amp;keywords=business+leadership+maslow&amp;qid=1588252106&amp;sr=8-3</a>

## Podcasts

Listening to podcasts are a great way to broaden your knowledge of business. Why not listen to one while you are travelling to school, walking the dog or during a study period? Here are some great podcasts that I would recommend you tune into:

Business As Usual [https://www.youtube.com/channel/UC6ge7hG78ys\\_wERt4SbZQWg](https://www.youtube.com/channel/UC6ge7hG78ys_wERt4SbZQWg)

The World of Business (BBC) <https://www.bbc.co.uk/programmes/p02nrwfk/episodes/downloads>

Money Talks from the Economist radio <https://player.fm/series/money-talks-from-economist-radio>

If you have any further questions while you are enjoying your summer holiday, my email address can be seen below 😊

Mr Leightley

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