

Year 11 Summer Term Research Project - BRIDGING Work

In order to prepare yourself for A Level Study, it is vital that you become familiar with real business issues and examples of how businesses have secured success or not. A major difference between GCSE and A Level study is that you are expected to apply your own examples of businesses you know and have studied – you will not be given the businesses (like in a GCSE question). To help with this, you are to research a number of real businesses –choose three from the list below. You will investigate specific areas below to produce a case study of each business to compare and contrast.

1. ASOS
2. Primark
3. Amazon
4. Netflix
5. Tesco
6. John Lewis Partnership
7. Microsoft
8. Google
9. Dominos
10. Starbucks
11. Apple
12. Samsung
13. Virgin
14. Facebook

You should include the following in your case studies:

- Introduction to company** – This should include some background info on the company, what type of ownership does it have? How did it become established? What does it sell?
- The market they operate in** – What do they do? How competitive is it? Who are their competitors? Are they international? If so, which countries do they operate in?
- How successful are they?** In terms of profitability and market share. Can you have a look online?

- **Leadership** – who is the CEO – what can you find out about them and their leadership style. Has there been a recent change in leadership?
- **Ethics/ Social Responsibility** – have they been in the news for any good or bad practice? How did they respond to any bad publicity?
- **Use of e-commerce/technology** – How do they use it? and how have they been affected by it?
- **External Influences** – This is very appropriate for what is going on right now! How has the business been affected by the Covid 19 pandemic? Has it responded positively or negatively? How does the future look for the company?

This should be written up in report format and include the subheadings underlined above.

We look forward to seeing you in Y12 and learning more about Business!

Mrs Hughes and Mr Draper