



A Level Business Department

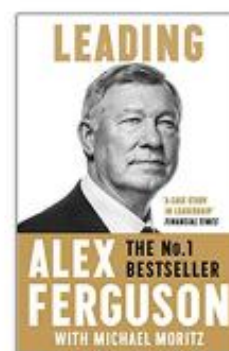
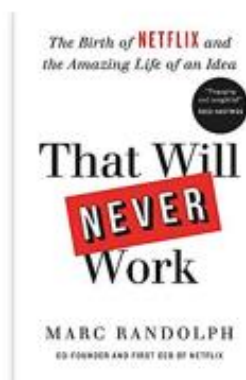
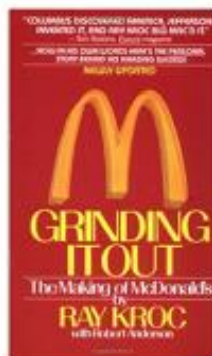
Year 11 - Summer Activity Booklet

This booklet contains activities to help you gain a wider understanding of the business world.

A level business is a 'live' subject where what you learn is in context of current business developments and real situations.

Activities included:

- The concept of 'added value' and the skill of making judgements
- Branding
- Top 10 Business lists
- Research activity – Business Industry
- Summer reading – book review
- Summer viewing – business lessons in films
- Business in the news



WELCOME TO THE BUSINESS TEAM:

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TOPIC 1:

ADDED VALUE & MARKETING

ADDED VALUE = the increased worth that a business creates for a product

The difference between what a business pays its suppliers and the price it charges

<https://www.tutor2u.net/business/blog/using-laurel-and-hardy-in-business-lessons-1>





(a) Select 3 Products from the images above and make a list of why consumers are prepared to pay premium prices:

Product Name	Reasons why consumers are prepared to pay premium prices:

(b) Being able to make judgements and appreciating the significance of the points you are making are important skills you will develop studying A levels. You will often find that the same question applied to two different business could have two completely different responses.

Select **two of the products from the previous pages** and consider the following factors which would influence the success of those products:

POTENTIAL FACTORS INFLUENCING SUCCESS OF PRODUCTS:

Level of competition	State of the economy (impact on consumer income)	Promotion activities – advertising, building brand image and special offers
Price	Location and place where the product is sold	Innovation and product design
Adapting the product for different markets (eg. New countries)	Having an online presence	Substitute product
Fashion/Consumer tastes		

SELECT TWO PRODUCTS:

Rank and justify which factors would influence the success of your product. You will be expected to justify your two most and two least important factors:

Most
Important

Least
Important



1. Product Name:

Justify 2 most important factors which will influence the success of the product

Justify 2 least important factors which will influence the success of the product

2. Product Name:

Justify 2 most important factors which will influence the success of the product

Justify 2 least important factors which will influence the success of the product

TOPIC 2: Top 10 Business Lists

1. **BRANDING:**

Watch the BBC video link below and then complete the activities which follow:

<https://www.bbc.co.uk/ideas/videos/the-hidden-meanings-tucked-inside-famous-logos/p08cjj55>



(a) Research the Top 10 most valuable brands in the world and their value:

<https://www.statista.com/>

Rank	Brand	Brand Value
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

2. MARKET VALUE & CAPITALISATION:

Market value and market capitalisation are two terms frequently heard when discussing the profitability and viability of companies. Put simply, market capitalisation is the worth of a company based on stock price.

Market value, however, is what a company is worth in a much broader context and can change greatly depending on the business cycle.

Please note: There is a difference between the brand value and company market value. A brand is an asset which contributes to the overall market value of a company.

(b) Research the top 10 global companies based on market value:

<https://www.statista.com/>

Rank	Company Name	Brief description of what company produces/sells	Market Value (in billion US dollars)
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

3. B2C E-COMMERCE (buying and selling of goods over the internet):

Over the past few years, turnover in the British B2C (business to consumer) e-commerce market has risen steadily, amounting to around US\$74.0 billion in 2018.

UK Top 10 online stores by revenue (you will find most of these businesses also have offline operations and are often referred to as clicks and mortar organisations).

Rank	E-Commerce Business	e-commerce revenue in millions (US dollars)
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

TOPIC 3: Industry Research

Research one of the 4 different industries below. Some links are provided but the information is limited therefore it would be advisable to use *a range of sources* to gain enough info.

1. UK supermarket industry

- <https://www.economicshelp.org/blog/11947/economics/market-share-in-uk-supermarkets/>

2. Mobile phone industry

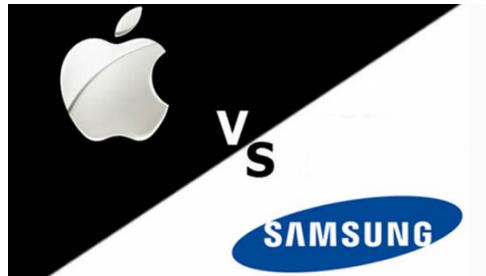
- <https://www.counterpointresearch.com/global-smartphone-share/>

3. Hotel industry

- <https://www.businessleader.co.uk/what-is-next-for-the-uks-20bn-hotel-industry/59809/>

4. Fast food industry

- <https://www.statista.com/statistics/273057/value-of-the-most-valuable-fast-food-brands-worldwide/>



INDUSTRY CHOSEN:

You should gather information on the following areas:

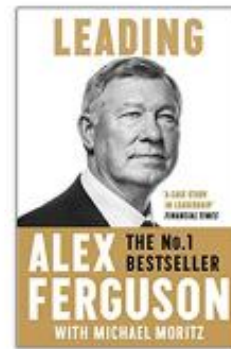
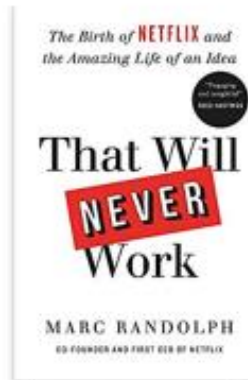
- **Who are the key competitors?**

- **Who is the market leader? (include data on market share, sales revenue or profit, product range or stores)**

- **Recent changes or developments in the industry (is the market growing? Is it in decline? Can you find the value of the market? What evidence can you find to support this? E.g. BBC news articles)**

BOOK REVIEW

Select a business book of your choice (you could choose one of the following) and write up a review:



(a) Start with a couple of sentences describing what the book is about.

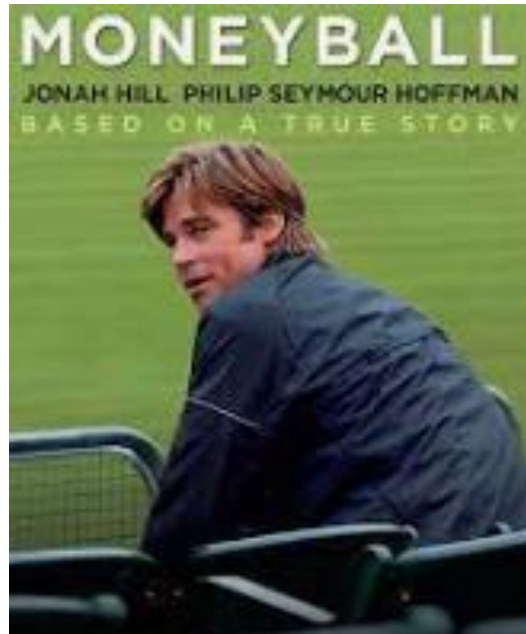
(b) Discuss what you particularly liked about the book and key business lessons which grabbed your attention.

(c) Mention anything you didn't like about the book.

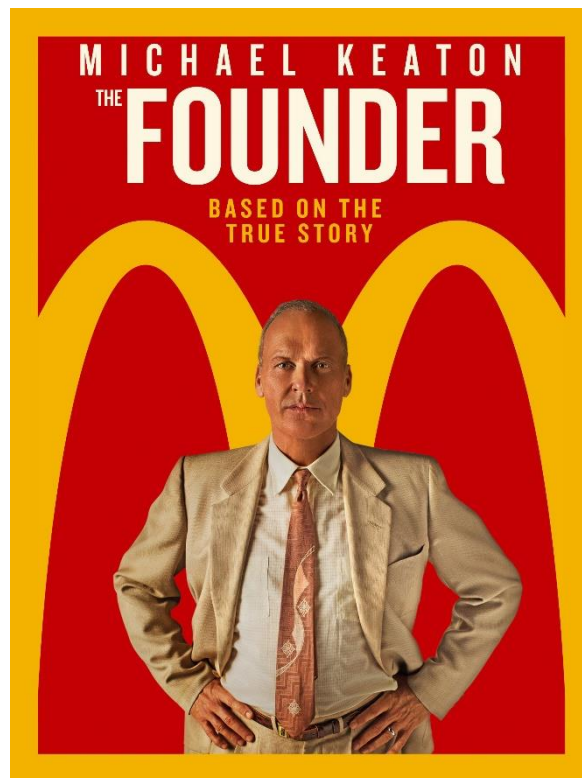
Business lessons in movies:

Watch one of the films below and complete the matrix on the following page, identifying key business concepts you have learnt:

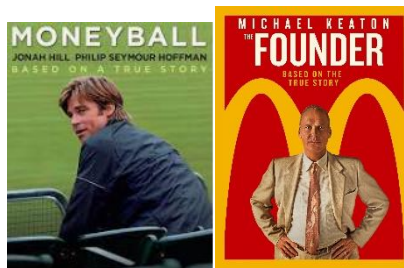
Available on **Netflix**



Available on **Amazon Prime**



Business Concepts:



Business in the news:

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

Between now and September, use some of your spare time to collect relevant news articles which interest you. The BBC website is a great place to platform for the latest up to date business news.

The screenshot shows the BBC News website interface. At the top, there's a navigation bar with 'BBC' logo, 'Sign in', and a search bar. Below that, a red 'NEWS' banner contains various news categories like Home, Coronavirus, UK, World, Business, Politics, Tech, Science, Health, Family & Education, Entertainment & Arts, Stories, Video & Audio, and In Pictures. Underneath, there's a sub-navigation bar for 'Business' with links to 'Your Money', 'Market Data', 'Companies', 'Economy', 'Global Car Industry', and 'Business of Sport'. The main content area features several news articles with images and headlines:

- Uber says 'no sacred cows' amid coronavirus crisis**: The firm has already announced job cuts affecting 14% of its staff, but more measures may be needed. (2d | Business)
- Facebook and Google extend working from home**: The tech giants plan to re-open offices soon but will allow staff to work remotely throughout 2020. (2d | Business)
- Heathrow can appeal against third runway block**: The airport has been granted permission to appeal a block on its expansion plans. (2d | Business | 234)
- Virgin Media and O2 join forces to take on BT**: A tie-up is agreed that will create one of the UK's largest mobile, broadband and media firms. (3d | Business | 383)
- Passengers told to wear gloves at some UK airports**: The owner of Stansted and Manchester airports says passengers must cover their faces and wear gloves. (3d | Business | 538)
- Next to open beauty halls in ex-Debenhams stores**: The retail chain will expand its online beauty concept to shopping centres when the lockdown ends. (3d | Business)
- Uber axes 3,700 staff as trips drop in lockdowns**: The pandemic has added to financial challenges facing the taxi-hailing app firm. (3d | Business | 185)

Business in the news	Headline	Brief Summary of the article

Business in the news	Headline	Brief Summary of the article

