

### Preparing for Sixth Form Study.

<b>A Level Subject</b> <b>Exam Board - Edexcel</b>	<b>Business</b> <a href="https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html">https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html</a>																																						
<b>Suggested Reading, Watching and Listening List Summer 2023</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%;"></th> <th style="width: 30%;">Title</th> <th style="width: 40%;">Description</th> <th style="width: 20%;">Hyperlink</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;"> Read</td> <td>Anyone can do it – Duncan Bannatyne</td> <td>The story of how DB has built an empire and millions from Icecream vans to gyms.</td> <td></td> </tr> <tr> <td style="text-align: center;"> Read</td> <td>The Rise And Fall Of Marks &amp; Spencer: ..and How It Rose Again – Judi Bevan</td> <td>A classic British brand that was the biggest and best until it was not. The re-brand and re-launch with the addition of simpy food and having to ‘step outside the box’.</td> <td></td> </tr> <tr> <td style="text-align: center;"> Read</td> <td>Management in ten words by Terry Leahy</td> <td>As it states on the tin, the guide to being a manager, the difficulties of working with people and achieving your goals.</td> <td></td> </tr> <tr> <td style="text-align: center;"> Read</td> <td>What You See Is What You Get: My Autobiography by Alan Sugar</td> <td>A fantastic read, he has literally been bankrupt twice and still made it back to the top. A true LORD of business.</td> <td></td> </tr> <tr> <td style="text-align: center;"> Watch</td> <td>Screw it lets do it – Richard Branson</td> <td>A great file on RB who is the most hands on business man at his age you are likely to find.</td> <td><a href="https://www.youtube.com/watch?v=h9FkeYvdA2M">https://www.youtube.com/watch?v=h9FkeYvdA2M</a></td> </tr> <tr> <td style="text-align: center;"> Watch</td> <td>• The Founder – Dvd –</td> <td><b>Amazon prime video or Netflix</b> – Franchising</td> <td></td> </tr> <tr> <td style="text-align: center;"> Watch</td> <td>• The Social Network – <b>Netflix</b> • The Big Short – <b>Netflix</b> • The Great Hack – <b>Netflix</b></td> <td>Films on Netflix with very solid links to PLC, LTD and ownership. With some things you should never do.</td> <td></td> </tr> <tr> <td style="text-align: center;"> Listen</td> <td>The New One Minute Manager – Blanchard &amp; Johnson</td> <td>Audio Book FREE – A great short audio with management tips.</td> <td><a href="https://www.youtube.com/watch?v=ar4lrwXM4ao">https://www.youtube.com/watch?v=ar4lrwXM4ao</a></td> </tr> </tbody> </table>				Title	Description	Hyperlink	 Read	Anyone can do it – Duncan Bannatyne	The story of how DB has built an empire and millions from Icecream vans to gyms.		 Read	The Rise And Fall Of Marks & Spencer: ..and How It Rose Again – Judi Bevan	A classic British brand that was the biggest and best until it was not. The re-brand and re-launch with the addition of simpy food and having to ‘step outside the box’.		 Read	Management in ten words by Terry Leahy	As it states on the tin, the guide to being a manager, the difficulties of working with people and achieving your goals.		 Read	What You See Is What You Get: My Autobiography by Alan Sugar	A fantastic read, he has literally been bankrupt twice and still made it back to the top. A true LORD of business.		 Watch	Screw it lets do it – Richard Branson	A great file on RB who is the most hands on business man at his age you are likely to find.	<a href="https://www.youtube.com/watch?v=h9FkeYvdA2M">https://www.youtube.com/watch?v=h9FkeYvdA2M</a>	 Watch	• The Founder – Dvd –	<b>Amazon prime video or Netflix</b> – Franchising		 Watch	• The Social Network – <b>Netflix</b> • The Big Short – <b>Netflix</b> • The Great Hack – <b>Netflix</b>	Films on Netflix with very solid links to PLC, LTD and ownership. With some things you should never do.		 Listen	The New One Minute Manager – Blanchard & Johnson	Audio Book FREE – A great short audio with management tips.	<a href="https://www.youtube.com/watch?v=ar4lrwXM4ao">https://www.youtube.com/watch?v=ar4lrwXM4ao</a>
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<b>Useful web links</b>	The Guardian: <a href="https://www.theguardian.com/uk/business">https://www.theguardian.com/uk/business</a> The Independent: <a href="https://www.independent.co.uk">https://www.independent.co.uk</a> BBC news: <a href="https://www.bbc.co.uk/news/business">https://www.bbc.co.uk/news/business</a> The FT: <a href="https://www.ft.com">https://www.ft.com</a> Reuters: <a href="https://www.reuters.com/">https://www.reuters.com/</a> Tutor2u: <a href="http://www.tutor2u.net/business/blog">www.tutor2u.net/business/blog</a> Theme 1 Videos: <a href="https://www.youtube.com/playlist?list=PLcWPAWkNIoiDtvFP_OT-">https://www.youtube.com/playlist?list=PLcWPAWkNIoiDtvFP_OT-</a>																																						

	<p><a href="#">j3DmdxOcrAv1C</a></p> <p>Theme 2 Videos:  <a href="https://www.youtube.com/playlist?list=PLcWPAWkNloiDBHsvNzH5YWj36TDawIRE3">https://www.youtube.com/playlist?list=PLcWPAWkNloiDBHsvNzH5YWj36TDawIRE3</a></p> <p>Edexcel A Level Business Exam Technique Part 1: The exams, the questions and structure: <a href="https://www.youtube.com/watch?v=a5cLF120cXg">https://www.youtube.com/watch?v=a5cLF120cXg</a></p> <p>4-mark structure: <a href="https://www.youtube.com/watch?v=y74MOPXBOHA">https://www.youtube.com/watch?v=y74MOPXBOHA</a></p> <p>8-mark structure: <a href="https://www.youtube.com/watch?v=UlfvI8-fHJO">https://www.youtube.com/watch?v=UlfvI8-fHJO</a></p> <p>10/12-mark structure: <a href="https://www.youtube.com/watch?v=0dOFxg7sKMA">https://www.youtube.com/watch?v=0dOFxg7sKMA</a></p> <p>20-mark structure: <a href="https://www.youtube.com/watch?v=mujjsJTj0kc">https://www.youtube.com/watch?v=mujjsJTj0kc</a></p>
Useful documentaries/podcasts etc.	<p>There are plenty of business-related TV programmes that will help to develop your understanding of topics covered e.g., Dragon’s Den, Newsnight, Panorama, Undercover Boss, etc.</p> <p><b>Podcasts:</b></p> <p>Listening to a podcast can give you fresh insight. Business is a broad topic, and one which is hit daily by fluctuations in the stock market, political unrest and entrepreneurial breakthroughs. Keeping up to date with what’s happening in the news will give you a better handle on the subject.</p> <p>Top podcast picks for business students:</p> <p><b>1. Entrepreneur on Fire</b></p> <p>This award-winning podcast sees host John Lee Dumas chat to different inspiring entrepreneurs, every day of the week. Get inside the minds of business greats from Seth Godin, Barbara Corcoran and Tim Ferriss. See how mistakes – as well as successes – can pave the way to a eureka moment.</p> <p><b>2. BBC Business Daily</b></p> <p>Get all the silent global business news from one of the world’s leading news authorities. Is there another financial crash around the corner? Will the rise of robots affect job prospects? How can the high street compete with the lure of online retail? What about debt? Oil? Tax? Globalisation? You’ll find a wealth of information and opinions right here.</p> <p><b>3. Freakonomics Radio</b></p> <p>Host Stephen J Dubner leads conversation that delves into the mystery of human life. Nobel laureates and provocateurs, social scientists and entrepreneurs are frequently amongst his guest panel. Not to mention Dubner’s Freakonomics co-author Steve Levitt.</p> <p><b>4. Market Place</b></p> <p>From extended interviews with business leaders to technology debates and morning news reports, Marketplace aims to give a 360-degree picture of the</p>

	<p>modern economy, making an easy-to-understand podcast on the political complexities of the business world.</p> <p><b>5. Girl Boss</b></p> <p>With a tagline that reads 'redefining success for ourselves', this podcast is all about shining the spotlight on the countless female CEOs, executives, leaders, inventors and entrepreneurs shaping business today. Girl Boss aims to give recognition to female entrepreneurs, showing business is no longer a male dominated industry. Expect to pick up valuable tips along the way</p>
Any other information about your subject.	<p>The style of writing at A Level is a development of the writing style needed at GCSE. The assessment objectives in Business are:</p> <ul style="list-style-type: none"> <li>➤ Knowledge (know your definitions) <b>AO1</b></li> <li>➤ Application (this is a big one for context of the case studies and extracts) <b>AO2</b></li> <li>➤ Analysis (show logical thinking and arguments. Consider why you raised the point) <b>AO3</b></li> <li>➤ Evaluation (bringing it all together, forming a judgement and answering the question) <b>AO4</b></li> </ul>

## A Level Business Summer Research Tasks

### The expectations

Business is a subject that continues to change, it is a forward looking subject. It is a subject that requires writing in context. You cannot rely only on your text book. To be successful you will need to show:

1. *Awareness of business in the real world via media news sources*
2. *An ability to conduct independent research*
3. *Show logical chains of argument. Don't jump steps, link them in your answer*

To be a successful A level Business student you need to have an analytical mind. You need to make judgements and be able to justify your decisions. Keeping up to date with what is happening in the business world is essential. In your exams you will be expected to refer to real life businesses and use current examples to back up your arguments. It is essential that throughout the course you build up a portfolio of current business news articles. You will also be expected to interpret data, use financial calculations and refer to business models.

### Research task 1:

#### SWOT analysis

- SWOT analysis is a technique that allows an organisation to assess its overall position.
- It is a method of analysing the current situation by examining the internal strengths and weaknesses of the business and the external opportunities and threats.

Read the notes <https://www.tutor2u.net/business/reference/swot-analysis> to find out more about SWOT

## analysis

### If you require further information:

1. Watch the video below about SWOT analysis

<https://www.tutor2u.net/business/reference/swot-analysis-video>

### Watch the videos below that show examples of completed SWOT analysis

- Starbucks SWOT analysis <https://www.youtube.com/watch?v=mR9eICQJLXA>
- Tesla SWOT analysis [https://www.youtube.com/watch?v=I7CT8Ox\\_Gcg](https://www.youtube.com/watch?v=I7CT8Ox_Gcg)

### Written Task 1

Produce a detailed SWOT analysis for each. Start by looking at the company websites and then current news articles to gather information.

- a) Amazon
- b) Marks and Spencer
- c) Costa Coffee
- d) A business of your own choice

Use the following template to record your findings. You will need to produce a separate SWOT analysis for each business

	<b>Strengths</b>	<b>Weaknesses</b>
Internal factors		
	<b>Opportunities</b>	<b>Threats</b>
External factors		
	Positive factors	Negative factors

**Research Task 2: Review market size, market growth and market share calculations**

**Market share** = (Sales of a product or business/ Total market sales) x 100

**Market size** = (sales/market share) x 100

**Market Growth** = (new market size – old market size/old market size) x 100

**Written Task 2**

Work through questions 1-6. Please show all calculations using 2 decimal places.

Q1	The US Airline industry is worth approximately \$544bn; Alpha Airlines has a 6.8% market share. Calculate the value of Alpha Airlines' share of the market in US dollars (\$) and in pound sterling (£) assuming that the current rate of exchange is 1: 1.54 (£ :\$).
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*Your workings:*

Q2	Last year, Southwest Airlines recorded sales revenue of \$28.2bn. Using data from Q1, calculate Southwest Airlines' market share.
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*Your workings:*

Q3	<b>True or False?</b>
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- Mass marketing always involves setting low prices
- Niche marketing tends to involve low volume sales
- Competition is often intense in mass markets
- Set up costs are often high in mass markets
- Monopoly markets can lead to high profit margins
- Market share is always measured by % of market sales revenue held by one brand

Q4	<b>Briefly explain why</b>
	<p>(a) Online retailing may be difficult for a small entrepreneur starting up</p> <p>(b) The market for restaurants may experience rapid changes</p> <p>(c) Constant innovation is required in dynamic markets</p>

Q5	<b>Calculation time</b>												
	<p>Monkeybusiness, a children's soft play business has carried out some market research on the market. <b>Calculate the increase in market share for Monkeybusiness based on the data below.</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: left;">Year 1:</th> <th colspan="2" style="text-align: left;">Year 2:</th> </tr> </thead> <tbody> <tr> <td>Total sales in the market</td> <td style="text-align: right;">£500,000</td> <td>Total sales in the market</td> <td style="text-align: right;">£560,000</td> </tr> <tr> <td>Sales of Monkeybusiness</td> <td style="text-align: right;">£40,000</td> <td>Sales of Monkeybusiness</td> <td style="text-align: right;">£67,200</td> </tr> </tbody> </table>	Year 1:		Year 2:		Total sales in the market	£500,000	Total sales in the market	£560,000	Sales of Monkeybusiness	£40,000	Sales of Monkeybusiness	£67,200
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Q6	<b>Fill in the gaps</b>
	<p>Markets can be large like the confectionery market or small like the archery equipment market. Companies that target whole markets or large segments conduct <u>          </u> marketing whereas a firm that targets a small market segment is involved in <u>          </u> marketing. Market size can be measured by <u>          </u> of sales i.e. number of units sold or by value i.e. the <u>          </u> made by all firms in the market. In order to take <u>          </u> share from other firms in the mass market a company should use product <u>          </u> to stand out from rival firms. A niche market however often has limited <u>          </u> enabling higher profit margins from those firms in the market. Some markets are fairly static in nature whereas others are <u>          </u> i.e. they are prone to frequent change perhaps caused by fashions or technological developments.</p> <p><i>Choose from: dynamic; niche; market; revenue; mass; competition; differentiation; volume</i></p>

### Research Task 3 - Inflation

Watch this video on inflation:

[https://www.youtube.com/watch?v=Y9X\\_tJ4U7eI](https://www.youtube.com/watch?v=Y9X_tJ4U7eI)

Read this article:

<https://www.theguardian.com/business/2023/feb/15/uk-inflation-which-goods-and-services-have-risen-most-in-price?s=03>

### Written Task 3 (A + B)

#### 'Shrinkflation': paying the same for less

Inflation is rising and for businesses this means rising costs, not only for inventory but for overheads too.

**Business problem: how to preserve margins in a time of inflation?**



**Raise prices?:** passing on the extra costs to consumers by raising the prices they have to pay.

**Keep prices the same?:** Reduce product size or limit the service offered.

#### Shrinkflation: examples

Dorito bags	Now have five fewer chips
Mega packages of Cottonelle toilet rolls	Have now lost 28 sheets
Dove body wash	Recently dropped from 24 to 22 ounces in the US but sold for the same price.
Wispa	Cadbury owner Mondelez insisted that a cut to the size of Wispa chocolate bars in its multipacks was part of a "proactive strategy to help tackle obesity".
Gatorade	PepsiCo said the 14 per cent cut in the size of its sports drink bottles was part of a redesign to make them "more aerodynamic" and "easier to grab".
Walt Disney World Restaurants	Now charges for speedy ride access Chefs may reformulate a dish to remove expensive ingredients or give it a new name and price. Entrées that once came with two vegetable sides now have just one. Shorter menus allow restaurants to order fewer ingredients. Some restaurants try and cover the plate using decorative sauces and meat sliced diagonally to make portions look more generous.
Hotels	At Hilton and Marriott hotels daily housekeeping services are now "opt in", which means guests don't get it unless they ask. At Hyatt (and other hotels) getting rid of small, bottled amenities and encouraging towel reuse is explained as part of cutting the hotel's carbon footprint.

### Task A:

1. Find the latest rate of inflation reported by the Office of National Statistics.
2. Find other examples of shrinkflation
3. Assess the potential impact of a 'shrinkflation' strategy on a business of your choice.

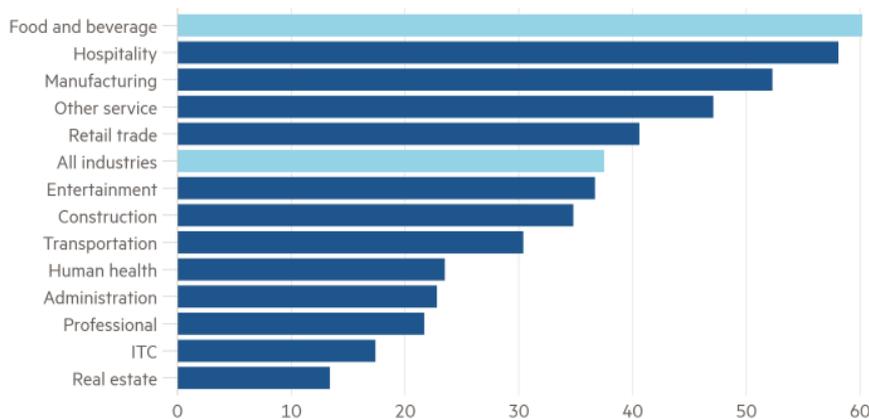
## The effect on businesses of rising costs

UK businesses have faced a number of challenges this year:

- Rising energy costs
- Supply chain problems
- Labour shortages

Increased energy prices affected food and beverage businesses more than other companies

% of businesses, UK, March 7 to 20



Source: ONS  
© FT

Not all sectors are affected in the same way.

Food manufacturers are particularly exposed to the rise in energy costs as about one in five have variable electricity prices, a higher proportion than in the other industries.

About one-third of UK food producers also reported paying higher staff costs, while a similar proportion lamented difficulties in finding workers. “We continue to face significant challenges as a business and remain in constant crisis management mode,” said one food manufacturer.

The ONS data showed that food and beverage businesses were more likely to have incurred extra costs due to the end of the Brexit transition period on January 31 last year. More than half of food producers have switched to UK suppliers as a result. In March, nearly half of businesses in the sector reported additional transportation costs — twice as many as across all sectors. One-third said costs were up due to increased red tape, while one-fifth reported higher import prices. “Goods imported are taking longer to reach us. They cost more, and we are having to consider other suppliers’ goods whose prices are greater than what we bought before,” said an animal feed manufacturer.

Cost rises take time to pass through the supply chain and the latest figures suggest pressures are mounting for consumers. In March, nearly 60 per cent of food and drink producers reported that they had to pass on price increases to customers, well above the 37 per cent across all businesses.

**How have consumers reacted?**

UK food and beverage consumer prices rose at an annual rate of 5.1 per cent in February, the fastest pace in more than a decade.

Faced with the rising cost of living, about one-third of respondents said they had spent less on food shopping and essentials in March, a strong rise from a few months ago, adding weakening demand to manufacturers' challenges.

**Britons are buying less when food shopping**

% of UK adults who have been buying more or less when food shopping



Source: ONS © FT

**Task B – the rise in the cost of living**

1. Draw up a two-column table on the causes and consequences of the rise in the cost of living in the UK.
2. Read the [ONS Report on Energy prices and their effect on households](#).
3. Use the article to list causes and consequences of the rise in the cost of living.
4. Assess the impact of rising energy costs on UK food and beverage businesses

