

## Business Studies Summer Transition Work

Year Group	Year 11 into Year 12 Business Alevel
Title	Transitions inTo Business
Topic/Focus	Exploring Businesses and their Environments

### Instructions

#### Welcome to Business

In preparation for A-Level Business – These are the foundations of understanding decisions businesses have to make.

To demonstrate your commitment to the course and to prepare you for September, you must complete the following tasks to the best of your ability. These tasks are compulsory and must be completed prior to your first Business lesson in Year 12.

We expect you spend at least 3 hours completing the tasks outlined in this pack. The activities have been designed to help you begin to develop some of the key skills you will need for A-level Business. Everything in life involves Business.

Think about that new top you bought last week and then think of what businesses made it possible for you to be wearing it right now? The obvious ones are the SHOP you bought it from or the FACTORY that made it, but what about the cotton grower, the label maker, the delivery company, the bank that loaned them the finances.

Thinking about all the processes involved and the people helps you to understand what studying Business is all about.

Business is a major part of everyone's life and impacts us daily:

- the education and health care we receive
- the food that we consume
- the clothes that we wear
- how and where we spend our leisure time
- the transport we use
- the technology we have to communicate
- the jobs we get and the skills we develop

The study of Business will equip you with transferable life skills and an immediate advantage in understanding how businesses work, from reviewing the economy, finance, marketing, human resources, ethics, production, management and much more.

Please work your way through the attached pack.

All the very best.

Stay well, stay safe!

**Excited to meet you in September!**

## Task 1: Knowledge Check

**1. State one difference between the private sector and the public sector. (2 marks)**

**2. Explain one difference between cash and profit for a business. (3 marks)**

**3. Explain one reason why it is important for a business to set objectives. (3 marks)**

**4. State two sources of finance a business might use when starting up. (2 marks)**

**5. Explain one reason why more businesses are operating online. (3 marks)**

**6. Explain one quality or skill that makes a good business leader. (3 marks)**

**7. Explain one way technology can make a business's operations more efficient. (3 marks)**

8. Explain one reason why staff are important to a business. (3 marks)

9. State one-way businesses can find out about customer needs and wants, and explain how it helps. (3 marks)

10 Explain one reason why a large company like McDonald's can use different promotional techniques compared to a smaller business like Cinebowl. (3 marks)

## Task 2: Dragons Den Digital Task and Summary

Watch the PerfectTed Matcha Energy Drink Episode from Dragons Den.

[https://m.youtube.com/watch?is=Pow6Oww7q3M\\_6pvl&v=Wpwc1GqehZU&feature=youtu.be&safe=true](https://m.youtube.com/watch?is=Pow6Oww7q3M_6pvl&v=Wpwc1GqehZU&feature=youtu.be&safe=true)



Your notes/Summary of pitch:

### Task 3: SWOT Analysis

- Add one additional factor to each section of the SWOT table
- Highlight the most important factor from the SWOT Analysis below

<p><b>Strengths</b></p> <ul style="list-style-type: none"><li>• Healthier alternative to traditional energy drinks</li><li>• Unique selling point (USP) – stands out from competitors</li><li>• Strong branding focused on health and wellness</li><li>• Targets growing number of health-conscious consumers</li></ul> <p>Your answer:</p> <ul style="list-style-type: none"><li>•</li></ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"><li>• Higher price than many competing energy drinks</li><li>• Low brand awareness as a new business</li><li>• Limited financial resources compared to large competitors</li></ul> <p>Your answer:</p> <ul style="list-style-type: none"><li>•</li></ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"><li>• Growing demand for healthier and natural products</li><li>• Increasing number of health-conscious consumers</li><li>• Expansion into supermarkets, gyms, and cafés</li><li>• Opportunity to use social media and influencers to build brand awareness</li></ul> <p>Your answer:</p> <ul style="list-style-type: none"><li>•</li></ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"><li>• Growing demand for healthier and natural products</li><li>• Increasing number of health-conscious consumers</li><li>• Expansion into supermarkets, gyms, and cafés</li><li>• Opportunity to use social media and influencers to build brand awareness</li></ul> <p>Your answer:</p> <ul style="list-style-type: none"><li>•</li></ul>



## **Task 5: Exam Question “Decrypt the data”**

### 4a) Case Study Review

#### **Extract D**

**Standard employee benefits for a selection of private health and fitness club chains in the UK**

<b>Benefit</b>	<b>Virgin Active (96 clubs)</b>	<b>David Lloyd (85 clubs)</b>	<b>Fitness First (78 clubs)</b>	<b>Nuffield (77 clubs)</b>
Complimentary membership	Yes, plus family	Yes	Yes	Yes
Pension plan	Yes			Yes
Discounts	Yes	Yes	Yes	Yes
Job rotation	Yes			
Further training	Yes	Yes	Yes	Yes
Living wage paid	Yes	Yes		
Recognition awards	Yes	Yes	Yes	
Commission payments	Yes	Yes	Yes	
Job enlargement	Yes			
Flexible working	Yes			Yes

(Source: adapted from <http://www.fitforvirginactive.co.uk/Rewards.aspx>,  
<https://careers.davidlloyd.co.uk/working-for-us.aspx>,  
<http://www.fitnessfirsters.co.uk/working-with-us/>,  
<http://www.leisurejobs.com/minisites/nuffield-health/job/692706/lifeguard/>, 21 January 2016)

**What is the Link to motivation form the above data:**

**\*Hint Financial and Non-Financial Motivators and Motivational Theories**

**Task 6: Read and attempt the answer below providing some annotations of WWW & EBI**

Question:

Health and fitness clubs in the UK have high levels of labour turnover. To reduce this, health and fitness chains could offer either better financial rewards, or use non-financial techniques, to improve employee performance.

Evaluate these **two** options and recommend which one a health and fitness club, such as Fitness First, should adopt to reduce labour turnover.

(20)

Labour ~~turnover~~ turnover is all about how quickly staff leave after being employed. Having a high labour turnover means that ~~staff~~ a large amount of staff leave soon after joining.

One approach to reducing the labour turnover would be to offer better financial rewards. For Fitness First this could involve offering a pension plan and paying the living wage. Introducing a pension plan would mean that employees who want to work in the industry long term may stay at Fitness First for longer and introducing the living wage would mean that people who only want to work for money, for example ~~the~~ university students, would stay longer as well. What may be happening is employees who work at Fitness First may move to Virgin Active because they offer a wide range of both financial and non-financial rewards. However by offering these financial rewards it means that Fitness First will have higher costs which could end up seeing a loss in profits and this may deter potential investors.

The ~~other~~ other method that Fitness First can take is to use non-financial techniques. These methods may also reduce labour turnover because they allow for the employees to be more motivated. Ways that Fitness First can do this for example are by introducing job rotation and job enlargement. Job rotation includes employees switching roles within the workplace and by doing this it means they don't get as bored with their job. It could include the people working on the desk to go and lifeguard the pools. Job enlargement includes giving an employee more responsibility by giving them more jobs to do. This would allow for the employee to show off what they can do and it could help them gain a promotion. This would mean that people who want to stay in the industry would be more likely to stay at Fitness First. However ~~using~~ using non-financial methods may not work for ~~was~~ every employee because some people may only stay if they were offered more pay.

WWW (what went well)	EBI (Even better if)

**What mark would you give this student out of 20:**