Business A Level Summer Task

Welcome to our Business A-Level course. This course is 2 years and is designed to develop your insight into the world of Business. You will be assessed via 3 examinations at the end of year 13 that will test you on the following 4 themes you will study:

Theme 1: Marketing and people	Theme 2: Managing business activities
Students will develop an understanding of: • meeting customer needs • the market • marketing mix and strategy • managing people • entrepreneurs and leaders.	Students will develop an understanding of: • raising finance • financial planning • managing finance • resource management • external influences.

Theme 3: Business decisions and strategy	Theme 4: Global business
This theme develops the concepts introduced in Theme 2. Students will develop an understanding of: • business objectives and strategy • business growth • decision-making techniques • influences on business decisions • assessing competitiveness • managing change.	This theme develops the concepts introduced in Theme 1. Students will develop an understanding of: • globalisation • global markets and business expansion • global marketing • global industries and companies (multinational corporations).

Business A Level is designed to build upon a lot of knowledge you may have gained at GCSE, although previously studying GCSE is not essential, it is certainly helpful. For those who have no prior Business knowledge, please do not worry. You will need to complete some additional reading and preparation to help you pick up on a range of key words and business concepts but I'm sure you're up for the challenge.

I hope all of you are prepared for an exciting couple of years. A Levels are challenging but incredibly rewarding and enjoyable, narrowing down on your specific interests that lead you to the next steps in life.

Be prepared to put in lots of hard work but to also have fun, mature and find your niche and direction to help you pursue whatever path life takes you on!

Organisation Expectations in Economics and Social Sciences (ESS)

Success in Economics and Social Sciences (Business, Child Development, Sociology, Psychology, and Politics) requires strong organisational skills. Throughout your studies, you will be expected to maintain high standards of organisation to support your learning, revision, and academic progress.

Subject Folder

All students must have a dedicated A4 ring binder (or lever arch file) for each ESS subject they study. This folder should be organised clearly using dividers where appropriate and should contain:

- Class notes
- Handouts and worksheets
- Homework tasks
- Assessments and feedback
- Additional reading and resources

Students should regularly organise and file their work to ensure that materials can be easily located when needed for revision and assessment preparation.

Working Folder

In addition to your main subject folder, all students are expected to bring a slim A4 working folder to school each day.

This working folder should be used to store current notes, handouts, and classwork during the week. Students should then transfer and organise these materials into their main subject folders at home on a regular basis.

Paper Requirements

Students must have access to A4 lined paper that can be inserted directly into a ring binder.

Please note that:

- Bound notebooks are not suitable.
- Exercise books are not suitable.
- Spiral-bound notebooks that cannot be reorganised are not suitable.

The ability to file, reorganise, and revisit notes is an important part of sixth form study and will support effective revision throughout the course.

Folder Checks

To support students in developing effective study habits, folder checks will take place at least once per term.

These checks will assess:

- Completeness of notes
- Organisation of materials
- Filing of homework and assessments
- Evidence of independent study
- Overall presentation and professionalism

Essential Equipment

All ESS students are expected to bring the following equipment to every lesson:

- Black or blue pens
- Highlighters
- Pencils
- Ruler
- Calculator (where required)
- Working folder
- Lined paper

Having the correct equipment is essential for effective participation and learning across all subjects within the faculty.

Using Digital Devices

Students may choose to type notes using a laptop or tablet. However, all devices must comply with the school's IT and acceptable use policies.

Digital notes must be organised to the same standard expected of physical folders. Students should ensure that:

- Files are clearly named
- Work is stored in subject-specific folders
- Notes can be easily accessed and reviewed
- Homework and assessments are organised appropriately
- Digital organisation may also be reviewed during termly folder checks.

Developing strong organisational habits from the start of Year 12 will help you manage your workload effectively and achieve success throughout your studies in Economics and Social Sciences.

<u>Sole trader – A New Beginning</u>

Having worked for other people for all of your life and being told what to do, you decide it is time to work for yourself – to be your own boss. You are tired of taking orders from other people and you know that you are worth more financially. You want to be a sole trader.

You are now ready to become your own boss, taking responsibility for all of the key decisions in the business. These decisions are going to be listed in your business plan. The business plan is your map to success and it will be used to convince people that your business is going to be a success.

Task 1: Imagine you decide to set up a new restaurant. Prepare a brief plan for this new business venture. Your first 4 decisions will be as follows:

1. What type of restaurant are you going to run?

2. What type of food are you going to sell (prepare five different dishes of your choice)?

3. Who are your main customers (your target audience). Make sure to describe the demographics of your customers (age, gender, income, religion etc.).

Task 2: Consider the meaning of each term 'Unlimited Liability' and 'Limited Liability'.
Write down what you think this might mean.

Task 3: What liability will you have a sole trader? Are you able to explain the risk of this using the BLT structure (Because…leads to…therefore)?

Task 4 – Complete the Finance Table (Profit = Revenue – Costs)

Month	**June**	**July**	**Aug**	**Sept**	**Oct**	**Nov**	**Dec**
Costs	8500	7500	6000	5500	4250	4000	3950
Revenue	7775	7775	8000	9250	9250	9250	9250
Profit							

Task 5: Your restaurant is reviewing all the different types of meals that you sell.
You currently have 9 different meals but you want to reduce this to 6 to save costs.

Meal 1 Sales are £5000.
The cost of ingredients is £2000

Meal 2
This meal sells for £12.00
1000 meals are expected to be sold and the cost of each meal is £8.

Meal 3
Sales are £8000 and the cost of the ingredients are £4 per meal – they have sold 1500 of this

Meal 4
Sales are £7000. The cost of the ingredients is £4500.

Meal 5
The ingredients cost £3000 and there is an additional cost of preparation of £1500.
Sales are expected to total £5000.

Meal 6
This meal sells for £15. You expect to have 600 orders.
The total cost of this meal is £6500.

Meal 7
This meal sells for £10. It is very popular and orders are expected to reach 1000.
Each meal costs £5 to make.

Meal 8
This meal is called surf and turf and involves fish and steak. It sells for
£15. Orders are expected to be high at 700 and the cost of the

Meal 9
This meal is £13.50 per head. The cost of ingredients is £10.
They expect to sell 300.

(a) Calculate what the 6 most profitable meals are and list the numbers here:

Markets and Competition

Who are the competitors to the following brands?

How have McDonalds differentiated themselves in the marketplace against competitors such as KFC?

-
-
-

In your own words, explain why it is important for a business to differentiate themselves from others? Again, using the BLT Structure.