

AQA A level Business Summer Transition Work



ST JOSEPH'S COLLEGE

Task 1

Find the definitions for the following key terms. You can either print the page and fill it in or handwrite the definitions on paper.

Key term	Definition
Enterprise	
Demand	
Supply	
Market	
Cashflow	
Marketing Mix	
Opportunity Cost	
Capacity Utilisation	
Profitability	
Liquidity	
Globalisation	
Productivity	
Objectives	
Added Value	

Task 2

Complete some research into a business of your choice – this could be a large or small business. Find out the following information and present it either through a PowerPoint or it can be handwritten on paper

1. What is the name of the business.
2. When was it founded?
3. How many people does it employ?
4. Is it a local, national or international business? How many stores does it have?
5. What goods/services does it sell/provide?
6. Has it expanded to offer more/different goods/services in recent years?
7. Who are the target market?
8. Who are their main competitors?
9. Data on its sales, profits, losses – Not all businesses will have this data online.
10. How has the business adapted to changes over the past 10 years – changes in buying habits, trends.

You may need to research the definitions/explanations of the following key terms to help you with this task:

- Target market
- Competitor
- Good/service

Task 3 – e-commerce

Carry out some research into **two** of the following businesses. Why do you think they have become successful? How have they benefitted from e-commerce and trading online?

Some of these businesses have no physical store. Create 2 tables which outline and explain the advantages and disadvantages of selling online, from the point of the **consumer** and the **business**.

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