



Business

Please complete one line from the task list below. All students must complete the middle task as part of their line:

<p>Complete a SWOT Analysis on a company of your choice e.g. Netflix. In this you will need to identify and explain the company's: Strengths, Weaknesses, Opportunities, Threats</p>	<p>Investigate why a sole owner of a business such as a hairdresser</p> <p>a) Would b) Would not</p> <p>Split their ownership of that business with another person and form a partnership</p>	<p>Every business, such as the local McDonalds has stakeholders. These are people who have an interest in the business. This includes, the owners, staff, suppliers, customers, Government and the local community. For each, explain what they want from the business and then rank them by the power they have on the business.</p>
<p>Every product has a Product Lifecycle. The four stages of the lifecycle are:</p> <p>Introduction (product is introduced) Growth (sales grow) Maturity (sales stay the same) Decline (sales decline)</p> <p>Research into Tesla's sales of their cars in the past few years and evaluate which section their product is currently in.</p>	<p>Write a plan for a business idea you would like to explore. This can involve either making and selling a product or providing a service.</p> <p>The sections you will need to include:</p> <ol style="list-style-type: none"> 1) What is your product/service? 2) What are your aims? 3) How is the business owned? (by yourself or with others?) 4) What will be your leadership style? 5) Who is your target audience? 6) How will you advertise your business? 7) What costs will you have? How will your business make money? 	<p>Complete a PESTLE Analysis of business of your choice. This will include:</p> <p>Political: Has the Government made decisions that could effect the company?</p> <p>Economic: Is the economy in a place that helps or hinders?</p> <p>Social: Are there any current trends that may help?</p> <p>Technology: Is there any new technology that can help?</p> <p>Legal: Are there any new laws that might help or hinder?</p> <p>Environmental: Are there any environmental issues caused by the business? How can they reduce these?</p>
<p>Ansoff's Matrix states a business needs to diversify (vary and expand) their products.</p> <p>Research all the different products Amazon have made (NOT every product on amazon.com, things such as e.g. Amazon Prime, Amazon Echo, Amazon Fire Stick)</p> <p>Justify why a business needs to diversify the products they sell</p>	<p>Describe the 4Ps of Apple. These are:</p> <p>Products (What do they sell? What's good about them?)</p> <p>Price (How much are their products? How does it compare to competitors?)</p> <p>Place (Where can you buy their products?)</p> <p>Promotion (How do Apple advertise their products?)</p>	<p>Share prices are an important part of being an Public Limited Company (plc). Use Google to monitor the share price of two real businesses (for example, Google "Disney stock price") over the period of a week. Write a 300 word report about what has happened to the prices, explaining what may have influenced the changes.</p>

Suggested resource list:

<https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132/teaching-resources>

<https://www.tutor2u.net>

https://www.youtube.com/playlist?list=PLp8BSCLLWBUCTDvRtruUQE7Auli3N_kxk

Wider Reading:

AS and A-Level Business: AQA Complete Revision & Practice (with Online Edition) (CGP A-Level Business)