

## Business Studies Summer work

### TASK 1

You need to investigate in detail a business of your choice. Please ensure that it is a business that you are familiar with or of particular interest to you.

Please complete the following tasks in full sentences in a report style way. This means that it needs to be broken into paragraphs and sub headed. You need to ensure that it is in context of your chosen business throughout and not just generic theory

#### 1. Create a report outlining:

1. Introduction to the business (how they started, who they are/ what they do, what products/ services do they offer, size etc.)
2. Who are their competitors, how can they overcome this threat?
3. What is the ownership type: e.g. partnership, sole trader, limited company? Outline the benefits of this form of ownership.
4. Outline their aims and objectives – why do you think that they have these aims?
5. What is their market share?
6. What type of leadership style does the business have and why does it work for that business – laissez faire, autocratic etc.
7. Who are their main stakeholders?
8. What is a market map? Create one for a product/service that your business provides
9. What are their distribution channels?
10. What recruitment methods do they use?
11. How do they train their staff – on-the-job/ off-the-job?
12. Investigate what is meant by PESTLE and explain what the external influences are on this particular business, both positive and negative effects
13. Finally, summarise how successful you think this business is and what the future holds (e.g. are there expansion plans/ plans to reduce workforce?)

2. You will need to do your research and perhaps investigate some of the theory that you are unsure of. A useful website to use includes, <https://www.tutor2u.net/business>.