

# A-Level Business

## Bridging Work



# Task One

## Numeracy Assessment

Analysing and manipulating data from a given case-study is a key skill in A-Level Business. Try this initial numeracy assessment to see how you get on with some of the most common types of calculation.

1. Balti Towers is an Indian takeaway that also offer a delivery service. Last year, the business delivered 1,400 curries. This year, the owner estimates that they will deliver 1,512 curries.

Calculate the estimated percentage increase curry deliveries.

Your Working:

2. School of Choc is a confectionary manufacturer located in County Durham. The business employs 120 staff. The ratio of male to female staff is 2:3.

Calculate how many female staff School of Choc employs.

Your Working:

3. Jimmy Chews is a sweet shop located in Wetherby. This year, the owner estimates that the business, which also sells soft drinks, will sell 3,360 cans of coca cola, 5% more than last year.

Calculate how many cans of coca cola Jimmy Chews sold last year.

Your Working:

4. Bubblicious is a hot tub manufacturer located in Chester. Their hot tubs retail for £4,500. The manufacturing cost per hot tub is  $\frac{2}{5}$  of the selling price.

Calculate the cost of manufacturing one hot tub.

Your Working:

5. Melchester Rovers Football Club can seat 42,000 spectators. Last week, when they played Harrogate Town, there were 36,960 spectators.

Calculate the percentage of empty seats.

Your Working:

6. A family of four, on holiday in the UK from Spain, visited the 'Whale of a Time' sea life centre in London. The total entrance cost for the family was £90.

Assuming an exchange rate of £1: €1.08, calculate the total entrance cost in Euros.

Your Working:

7. Loft in Space, a manufacturer of loft insulation, took 80 of its employees on a two-day team building trip to an outdoor activity centre in the Lake District. The total cost of the trip was £9,600. The accommodation cost per employee was  $\frac{3}{5}$  of the total cost per employee.

Calculate the accommodation cost per employee.

Your Working:

8. Graham Riley is an employee of Father Treads, a business that specialises in car tyres. Graham attends a meeting at Head Office, travelling 60 kilometres each way. Graham is entitled to claim travel expenses at 45p per mile.

Based on the assumption that 10 kilometres is equivalent to 6 miles (approximately), calculate how much Graham is entitled to claim.

Your Working:

9. Car-tastrophe is a car showroom based in Stanhope. The business consists of one manager and 3 salesman, Jim, Jon and Joseph. Each month, a sum of money is paid as a bonus and is divided in the ratio of the number of cars each salesman has sold. Jim sold 7 cars, Jon sold 8 cars and Joseph sold 9 cars. Joseph received £1,125

Calculate how much money Jim and Jon received.

Your Working:

10. Sparked Out is a retailer of electrical products located in County Durham. The owner, Joseph Sparks, is analysing the sales figures of two product lines, the Lavazza coffee machine and the Breville toaster.

In 2017, the total value of Lavazza coffee machine sales was £12,100 whilst the total value of Breville toaster sales was £5,292. Joseph noticed that the sales of Lavazza coffee machines have been increasing by 10% per year, whilst sales of Breville toasters have been increasing by 5% per year, over the last two years.

Calculate the total sales value of Lavazza coffee machine sales and Breville toasters in 2015.

Your Working:

# Task Two

## Research Project

Having a good knowledge of the business world around us is also essential in A-Level Business. The more you know about current business affairs the easier you will find it to relate the work we are doing in class to real-life situations. This will help develop a deeper understanding and greater retention of knowledge.

Task Two helps promote your interest in the business world by requiring you to carry out in-depth research into a business. The end goal is to produce a report which highlights key information about your chosen business.

To get started, choose a business from below. This will be your focus for task two so pick carefully!



# Task Two

## Research Project

### Step One – Background Research

This should go beyond a basic Wikipedia search, no copying and pasting! Create a single-sided A4 document outlining key information about your business. For example:

- What is the ownership type and structure?
- Who are the owners?
- What are the key dates in the businesses history?
- What are their key products/services?
- Are they successful? How do you know?

*This page should be suitable for someone who has never heard of your business (even though this is unlikely!), so think carefully about the type of information you need to include.*

### Step Two – SWOT Analysis

A SWOT analysis is a tool used by a business to analyse their strengths, weaknesses, opportunities and threats.

Step Two is to create a SWOT analysis for your chosen business. Click the link below to find out more about SWOT analysis documents.

<https://www.tutor2u.net/business/reference/swot-analysis>

There is a blank SWOT analysis template on the next page. Use this (or create your own version) to create a SWOT analysis for your chosen business. Aim to include at least two different pieces of information in each box. All parts of your SWOT analysis must be comprised of actual research/ evidence. You cannot just use your own opinion to form the document!

Strengths	Weaknesses
Opportunities	Threats

*Top Tip - If you search online for 'SWOT Analysis Questions' you will find lots of resources that give you ideas for the sort of information you should look to include in your SWOT analysis document.*

### Step Three – Analysis of Strategy

Your task for this step is to find three examples of strategic decisions made by your chosen business.

A strategic decision is a significant decision made by your business which has an impact on the direction of the whole company!

A good example of a strategic decision made by you is deciding which courses to take in sixth-form. For a business this may be the decision to target a new market, introduce a new product range or open new stores.

Identify three recent strategic decisions made by your business (you will need to research these) and record them using the four W's model below.

<b>Who?</b>	Which business, leader etc.
<b>What?</b>	The action, decision, approach or strategy adopted
<b>Why?</b>	The key reasons for what happened or a decision taken; internal & external factors behind the decision or choice
<b>Which Shows?</b>	The key part: what does the <b>Who</b>   <b>What</b>   <b>Why</b> illustrate? This is where you demonstrate relevance; link theory to practice

## Step Four – Future Prospects

By now you should have a pretty good understanding of your chosen business. In this fourth step you are going to use this understanding, alongside some final research, to predict what you think will happen to your business in the future.

Create a final summary report (aim for one page of A4) outlining answers to the following questions:

- How does the company expect to perform in the coming years? •

How do you expect them to perform in the coming years?

- *Do these differ? Why?*

- What are going to be the keys to success for your business going forwards?
- What are the potential barriers that may prevent this from happening?

*Support your answers to these questions with evidence where possible. For example, can you find quotes from senior employees stating what they aim to achieve in the coming years?*

## Step Five – Putting it All Together

The final step is to collate the work you have done in task two and create a final report.

You have the freedom to present this however you would like, think carefully about the best way to make the work you have completed easy to read and understand.

The checklist below is a summary of the steps in task two.

Step One	A one-page outline of your chosen business.
Step Two	A SWOT analysis document identifying at least two factors for each box.
Step Three	Analysis of three strategic decisions made by your chosen business.
Step Four	A one-page evaluation of the future prospects of your chosen business.



# Task Three

## It All Begins With An Idea...

### Every Business Started The Same Way

Every business that you see today, whether it be a huge organisation like Tesco or a small market stall trader, began the same way – with an idea.

### Enterprise

Enterprise is something that is part of a person. It is the ability to come up with ideas, take risks and display confidence and determination. In recent times television programmes like Dragon's Den and the Apprentice have shown how people with enterprising skills can become entrepreneurs.

### Checklist

Step One - Think of an idea, remembering to stick to the rules! Explain it clearly.

Step Two - Think of a name for your business and design a logo.

Step Three - Plan out the costs for your idea. How much will you need to spend? How will you make your money back?

Step Four - Put it all together!  
So far we have tested your numeracy and your analytical skills. This final task is designed to test your creativity.

All you have is twenty pounds and yourself...



Your challenge is to create a business idea that will cost no more than twenty pounds and could make you a profit within one month of it starting.

All you have to get started is twenty pounds and yourself. Anything else you use must either be free, or be paid for out of your twenty pounds.

Your idea must be thought through carefully and explained in a format that you think best represents your idea. Use the checklist in the column on the left-hand side to help you plan your idea. For 'step three' think about a simple cash flow forecast - plan how much you think you will make in each week of your business and when you will break-even.

The best idea will win a prize. Remember, the best idea is not necessarily the one that will make the most money!

Good luck!

