

## **Business Studies summer work**

### **Task 1 –**

**As part of the Business Studies course, you will be studying from September you will need to follow what is happening in the economy and how this affects business. The first part of your transition work is to research the following key business terms, find a definition and consider how they affect businesses.**

<b>Key Business Term</b>	<b>Explanation</b>	<b>How this affects business</b>
<b>Interest rates</b>		
<b>Exchange Rates</b>		
<b>Credit</b>		
<b>A recession</b>		
<b>Inflation</b>		

## **Task 2 : Business Research & Understanding (Topics 1–6)**

Choose **one real business** that interests you (e.g. Nike, Greggs, BrewDog, JD Sports, Amazon).

Create a presentation that answers the following questions:

### **1. What is Business?**

- What is the main purpose of the business?
- Is it profit-making, not-for-profit or both?
- Who are its key stakeholders (e.g. customers, employees, shareholders)?

### **2. Managers, Leadership & Decision-Making**

- Who is the current leader/CEO?
- What leadership style do they seem to use? (E.g. autocratic, democratic, laissez-faire)

### **3. Marketing Decisions**

- What is the business's main product or service?
- Who is their target market?
- How do they promote themselves (social media, advertising, etc.)?

### **4. Operations Decisions**

- Where do they produce their goods or deliver their services?
- Do they focus on quality, speed, cost, or flexibility?

### **5. Financial Decisions**

- What do you know about their sales or profits? (Look up a recent news article or financial report)
- How do they raise money (e.g. selling shares, loans, retained profit)?

### **6. Human Resources**

- How many people do they employ?
- What types of roles exist in the company?
- How do they recruit and retain staff?



## **Part 2: Strategic Thinking (Topics 7–10)**

Research or imagine how your chosen business might respond to these more advanced topics:

### **7. Analysing the Strategic Position**

- What are the business's strengths, weaknesses, opportunities and threats? (Use a SWOT analysis)

## **8. Strategic Direction**

- What might be the business's long-term goal? (e.g. expand globally, focus on sustainability)

## **9. Strategic Methods**

- How could they grow? (e.g. open more stores, launch new products, merge with another company)

## **10. Managing Strategic Change**

- What changes has the business had to face recently? (E.g. COVID-19, AI, sustainability)
  - How did they manage the change?
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### **Presentation Guidelines:**

- Present your work as a booklet, presentation, or typed document.
- Use subheadings for each task.
- Include images, diagrams or real news articles where possible.
- Work should be your own words — no copy/paste!