

Business Summer Induction Task 2020

You have just selected Business Studies as a Post 16 option - During the course you will be asked to use information and knowledge from a range of different businesses to support your work and explain your understanding, applying this to the content we are learning in lesson.

Your task this summer is to create business at *least five A4 PROFILES* of your chosen businesses.



You will become the expert in each business. During the first week back you will be sharing your findings with the group and these will help support your coursework development during the course. You will need to do research on the various business concepts before starting the profiles.

Businesses:

- Kelloggs
- Walkers
- Cadbury
- Ford
- Body Shop
- Innocent (smoothies)
- Rimmel
- McDonalds
- Nike
- Dominos Pizza
- Holland and Barrett

Please include as a minimum:

- The business objectives
- Financial data
- How are they owned?
- What is their business structure?
- Explain with examples their marketing strategy and materials
- Interesting facts about the business history and story
- The countries the business operates in
- How they communicate to workers and customers
- Their business success and struggles.

Presentation

Present this information in methods of your choosing. It can be different for each business

Suggestions:

- A4 Business Portfolio
- Business Poster
- Powerpoint
- Knowledge Organiser

Key Words

Innovation
Business
Enterprise
Finance
Marketing
Human Resources
Target Market
Profit

Recommended Websites:

www.tutor2u.co.uk
www.businessstudiesonline.co.uk
www.bized.ac.uk
<http://businesscasestudies.co.uk/#axzz35SdxMLJP>
<http://www.businessdictionary.com/>
www.beebusinessbee.co.uk