

## A level Business Transition Task –



**Deadline: Monday 16<sup>th</sup> September 2023**

### **Your Business Transition**

The pdf shows the specification for the Edexcel A-Level business course. On the pdf you will see the exam structure and all the topics required to learn over the two-year course. [Pearson Edexcel A Level Business: Specification](#)

### **TASK 1 – You must complete a log of news articles you have read throughout your 6 week break**

You should consider the stakeholders that will be affected in the article you have read. Use the structure below to format your log:

Date	Article link	Summary of article	How are customers affected? (Positively and negatively)	How are employees affected? (Positively and negatively)	How are the owners affected? (Positively and negatively)
Example- 10/06/2024	<a href="https://www.bbc.co.uk/news/articles/c8vv062dm07o">https://www.bbc.co.uk/news/articles/c8vv062dm07o</a>	PrettyLittleThing no longer offer free returns. They are charging customers 1.99 to return their items.	Customers are unhappy as they must pay to make returns. This may make them less likely to shop with PLT. Customers may be happy that they are reducing their environmental footprint as they actively try and reduce number of returns to save money.	Employees may be positively impacted as they have less returns to process, however, may be worried that their job is at risk due to lack of demand.	Owners will be positively impacted as their costs will reduce as they are not covering returns costs. Their overall profit margins per product may increase. However, they may see a reduction in customers as they may purchase more knowing that they can return it. They may leave and go to competitors such as ASOS.
Week 1					
Week 2					
Week 3					
Week 4					
Week 5					
Week 6					

### **TASK 2 – Answer the following questions taken from the Theme 1 specification**

This task will help you with the first few weeks of your theme 1 lessons.

1. Define Mass Market
2. Define Niche Market
3. What are the characteristics of mass markets?
4. What are the characteristics of niche markets?
5. Define market size
6. Define market share
7. Research the UK Supermarket sector
  - a. Which supermarket has the largest market share?
  - b. Why do you think brands such as Aldi and Lidl have seen an increase in market share in the past few years?
  - c. Why do you think high-end supermarkets such as Waitrose have seen a decline in market share in the past few years?
  - d. How are the retail supermarkets (Asda, Sainsburys, Tesco) competing with the discount retailers such as Aldi and Lidl? (Hint – using the marketing mix)
8. Define dynamic market. Give an example of one.
  - a. Name 2 business that have been successful during the pandemic and explain why
  - b. Name 2 businesses that have not been successful during the pandemic and explain why not

### **TASK 3 – Sources of Finance**

Research the following sources of finance and fill out the table below. This will be necessary for your first Theme 2 lessons in September.

Source of finance	Features	Advantages	Disadvantages	Similarities with other sources of finance
Personal Savings				
Retained Profit				
Sale of Assets				
Bank Loan				
Share Capital				
Venture Capital				
Overdraft				
Leasing				
Trade Credit				

Grants				
Other				