

BTEC Technical Certificate in Business Enterprise

You have already had access to induction material, completing tasks for the July induction day. In addition the following need to be completed over the summer and brought with you in September.

Task One: Aims and objectives

Pick a large business from the list below. Using its website, company annual report and other research write a report on the business.

Businesses to choose from:

- Amazon
- John Lewis
- Sainsburys
- Ocado
- British Airways
- Virgin Atlantic
- EasyJet
- Apple
- Starbucks
- JD Sports
- Marks and Spencer

In your report you should:

- identify the features of the business –explain its history, what its activities are, where is it based, how many stores it has, how many people it employs, who owns the business.
- find out its aims and objectives. The company report might help you here.
- try and find examples to show each aim. i.e. if one aim is to make a profit find out their profit figures in the last year, if another aim is to help society give examples of the charity events they hold. Do you think they have achieved their aims? What is the evidence?

Task Two: How your chosen business has reacted to Covid-19

Covid-19 has had a massive impact on our everyday lives. We have had to adapt to new ways of working and living. The same is true for businesses large and small across the globe. Some businesses have adapted to the current climate and are thriving as a result. Others are struggling and unfortunately some are having to close their doors for good.

Using the same business as above research into and find out about:

- how they have been impacted by Covid-19
- the actions they have taken as a result
- your opinion on how well the business has coped in response to Covid-19 and any changes you would make if you were in charge

Make sure you use recent news stories as well as the company website when conducting your research. You may even want to keep the news stories you use and add them to the end of your work to form an 'appendix' which can be referred to.

Have a good summer and we look forward to seeing you in September
