

A-Level Business

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: how businesses have 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.

Select one of the companies from the list below to 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.

Businesses to choose from:

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

Task Two: inside Aldi – Britain’s biggest budget supermarket

A good business student not only knows their theory, i.e. the content that is on the specification, but also thinks business. Business is a subject that surrounds us all day every day. We start to spot the actions taken by businesses and ask “Why?” We start to question how we interact with business and the factors that influence our decisions; we start to question what is happening in society and the economy. A good business student is inquisitive.

Watch the Channel 5 documentary called ‘Inside Aldi: Britain’s biggest budget supermarket’:

<https://www.channel5.com/show/inside-aldi-britains-biggest-budget-supermarket/>

Consider the following questions:

1. What actions have Aldi taken to gain a *competitive advantage*?
2. What evidence is there of Aldi successfully cutting costs and increasing *efficiency*?
3. What evidence is there of Aldi *motivating* its workforce?
4. Do you think the big supermarkets behaved in an *ethical* manner when faced with the threat of Aldi entering their market?
5. Was the financial crisis a positive or negative influence for Aldi?

Note: key business terms are *italicised*. You may want to look them up if you do not know them already. www.Tutor2u.net/business is a good website to help you with this.

Optional Task Three: inside Waitrose

Watch the Channel 5 documentary on Inside Waitrose and compare and contrast their business strategy with Aldi:

<https://www.channel5.com/show/inside-waitrose/>

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