

BTEC Business Level 2

Essential Bridging Work

If you intend to enrol on this course you must complete the following bridging work ahead of your first lesson and bring it with you. It should take you about 2 hours to complete the work.

Topic / Context	This piece of work will give you an insight into what it will be like to study Business BTEC, specifically looking at how some well-known business people developed their businesses and the success of these businesses.
Task	<p>Watch the hour long programme <i>Peter Jones - How we made our millions</i> on Youtube (https://www.youtube.com/watch?v=foWMmY3xSuk)</p> <p>Then answer the following questions:</p> <ol style="list-style-type: none"> 1. What strengths and weaknesses do Ultimo and Innocent have? 2. Describe the characteristics of Richard Reed and Michelle Mone 3. How are Innocent and Ultimo different in the way they treat their employees? 4. What social trends will influence both Innocent and Ultimo? <p>Final task In your opinion which of the two businesses either Innocent or Ultimo is the most successful and why? Handwrite 300 words on your decision. which of the two businesses either Innocent or Ultimo is the most successful and why?</p> <p>Write 300 words on your decision</p>
Resources	<p>Online Research You can use any source of information you like but here are some links to get you started. Why not look up specific company websites and company reports?</p> <p>www.innocentdrinks.co.uk www.ultimo.co.uk</p>
Presentation	All work should be hand written Make sure this is presented as neatly as possible and given in on your first Business lesson.