A Level Business

Part A - Bridging Work Task

This is a fantastic opportunity to expand your understanding of Business as you prepare for enrolment and start at Franklin in September.

Please complete the work and bring a copy to your enrolment, either printed or electronically.

The work will take you around <mark>2 hours</mark> so plan your time to best suit you.

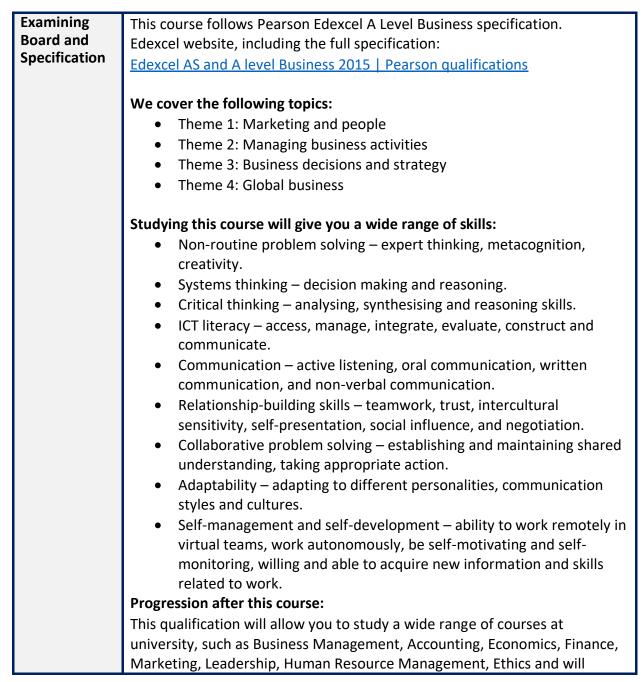
How do I complete and submit my task?	Complete the tasks on paper/handwritten or digitally, and bring a copy, either paper or electronically, to your enrolment appointment. Also, bring this along to your first lesson in September. If you didn't attend the Taster Day, don't worry. It isn't essential for completing this work, but please ensure that you have completed this bridging work.
Introduction to your Bridging Task	In preparation for A level Business at Franklin College the following task will introduce you to the importance of the marketing mix (product, price, place, promotion) for businesses to be successful.
	There are, of course, other considerations when judging a business' success such as staffing, motivation, finance, ethics, quality, market research and customer service. You may even identify other considerations when carrying out the task below.
Task details	Using one of the businesses from the programmes below (links below) consider what the business' successes and failures were and write a newspaper article explaining your thoughts and findings.

Resources to help you with the Bridging Task	Channel 4 Dispatches: https://www.channel4.com/collection/dispatches
	 Truth about Nike and Adidas Did Brexit work for businesses? Inside the Shein Machine Cadbury Exposed The Truth about Temu
	YouTube: <u>Why Starbucks Failed In Australia - YouTube</u>
	The Decline of BlockbusterWhat Happened? - YouTube
	Why McDonald's Flopped In Vietnam - YouTube
	BBC Panorama:
	<u>BBC One - Panorama, Boohoo's Broken Promises</u>
Extension Tasks	5
Extension Tasks to stretch and challenge you	If you have completed the above to the best of your ability, feel free to try this extension task (<i>this is optional</i>):
	Assess the likely impacts of the UEFA European Football Championship 2024 on the UK economy, using the links below and any other research;
	Retailers set for £2.1 billion boost during UEFA Euros tournament - London Business News Londonlovesbusiness.com
	Euro 2024 football fever promises £2.75 billion boost to UK economy Personal Finance Finance Express.co.uk
Massive Open Online Courses	You might enrol and complete the following to push you a little further (this is optional):

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Part B – Preparing for Studying at Franklin

A fantastic opportunity to widen your understanding of the course.



	prepare you for higher apprenticeships and employment.
	Careers may include; Banking, Social Media Marketing, Project Management, Business Analyst, Human Resource Manager, Accountant, Logistics and Production.
	A course in Business will underpin any and every career!
Preparing for the course	 A course in Business will underpin any and every career! Some activities that bring the subjects' interest and progression opportunities to life, that you could try; Follow large businesses on social media (TikTok/ Instagram) such as Marvel, Tesla, Xbox, Go Pro, Crocs etc to identify posts that help to engage their audience. Listen to/ watch the advice from CEOs: CEO Secrets Latest News & Updates BBC News Keep up to date with Business news: Business Latest News & Updates BBC News Explore some of the challenges large businesses face, with a Netflix documentary: Watch 24 Hours in Tesco Netflix Watch Downfall: The Case Against Boeing Netflix Official Site Watch as new entrepreneurs pitch their ideas: BBC iPlayer - Dragons Den Keep up to date with personal finances: