

A Level Business Transition Booklet

Welcome to Business!

The Key Points from Induction Day were:

What to bring to lesson:

A folder

Text book : OCR Business

Paper & pens

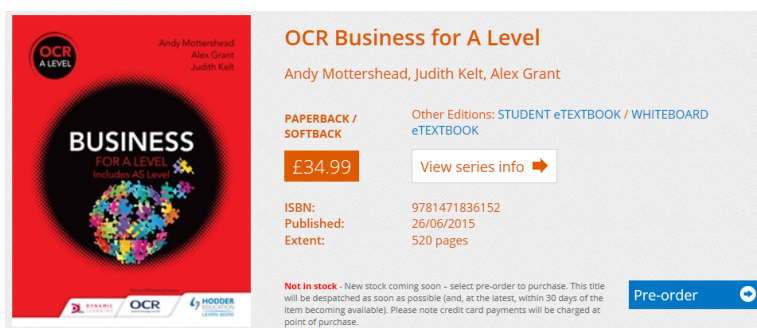
Independent study:

Access to emails

Organisation & Time Management

Transition Guide:

Please complete this guide by the first lesson



This booklet is intended to provide some key learning in preparation for your A Level studies.

Please complete this booklet using the internet as a resource.



Understanding Business

Can you find out 3 definitions of the word BUSINESS from the internet?

There are really only three ways to start up a successful business:

1. Do something completely new (and that people want)
2. Do something that already exists, but do it better
3. Do something that already exists, but at lower cost

Understanding customer needs is vital in business success. Describe what you think the needs are of the following customer.

A customer dining at McDonalds

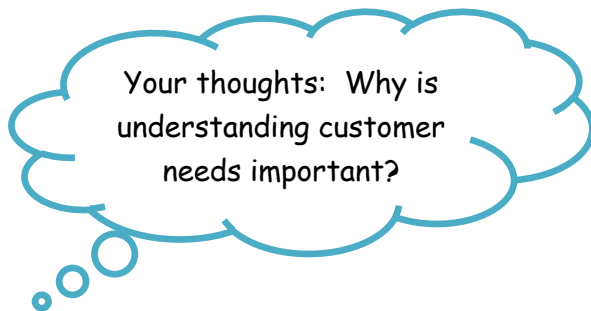


A customer shopping at Primark

PRIMARK®

A customer shopping at Marks and Spencer

YOUR M&S







Understanding customer needs: Collecting data

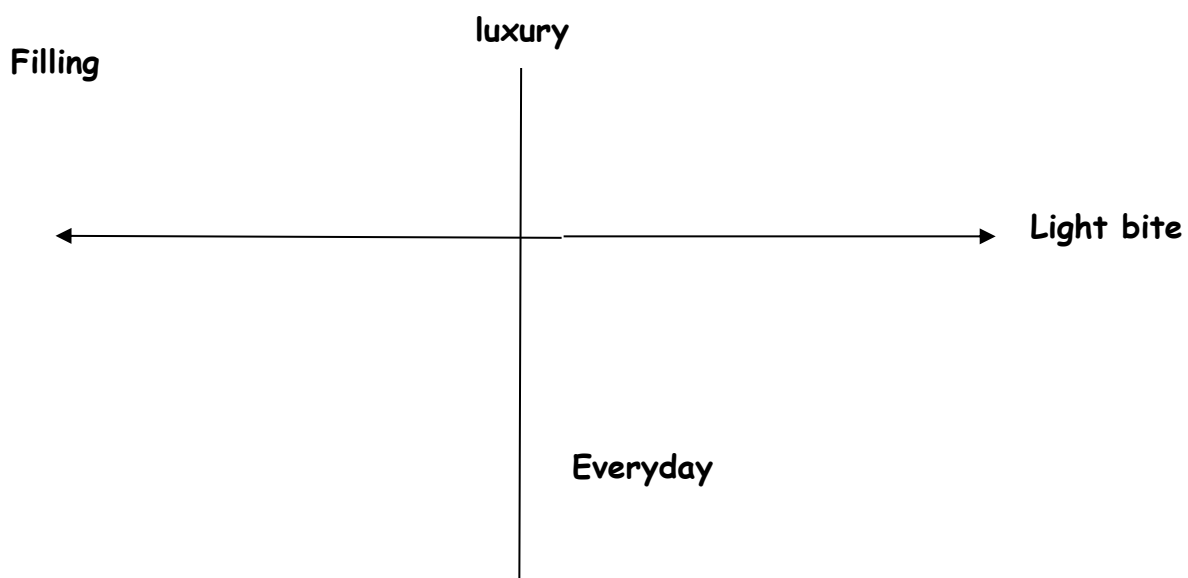
What is market research? Can you find out using the internet?

Can you define primary and secondary research?



Can you find out the Advantages and disadvantages of primary research		Can you find out the Advantages and disadvantages of secondary research	
			

Market research is used to find out what customers want from a product or service. A business also has to find out whether the market is saturated with other similar businesses. In order to look at the market we can create a market map. Market mapping is a way of finding gaps in the market and identifying opportunities that are not currently being pursued.



Use the grid above to create your own market map for the chocolate industry



SWOT analysis

A business needs to analysis the internal and external environment when making big decisions. One way of doing this is by conducting a SWOT analysis.

An example of a SWOT analysis for Starbucks Coffee :

Strengths Huge global revenue. It has a reputation for fine products and services. It has almost 9000 cafes in almost 40 countries. The company is a respected employer that values its workforce. The organisation has strong ethical values	Weaknesses. They need to look for a portfolio of countries, in order to spread business risk. The organisation is dependant on a main competitive advantage, the retail of coffee. This could make them slow to diversify into other sectors should the need arise.
Opportunities. New products and services that can be retailed in their cafes, such as Fair Trade products. New markets for coffee such as India and the Pacific Rim nations are beginning to emerge. Co-branding with other manufacturers of food and drink, and brand franchising to manufacturers of other goods and services both have potential.	Threats. Will the market for coffee continue to grow? Starbucks are exposed to rises in the cost of coffee and dairy products. Copy cat brands The effects of the recession on eating out and coffee

Can you conduct a SWOT for McDonalds?

Strengths	Weaknesses
Opportunities	Threats



Adding Value

What is added value?

The increased worth that a business creates for a product. It is the difference between what a business pays for the product and the price that is able to charge for the product/service.

- Convenience and speed: In today's world, customer expect stores to be near and want fast service. People will pay extra to save their own time. For example McDonalds
- Good design: Good and different design can cost more money.
- Packaging – can make products stand out. For example; perfumes.
- Quality
- Brand name
- USP – Unique selling point – something that makes the product worth paying extra for. For example; PS3/blu ray and Blackberry/instant messaging.

Over to you to have a go!!!

How could you add value to this T-shirt?



Business Ownership

In Business we have to be able to find out accurate information from a variety of sources, the main one being the internet.

Can you research and define each of these methods of ownership, finding out advantages and disadvantages of each?

Sole trader

Partnership

Franchise

Co-operative

Private Limited Company

Public Limited Company



The writing styles

The style of writing at A Level is a development of the writing style needed at GCSE. The main requirements across the OCR exam board is:

- 1) Knowledge (know your definitions)
- 2) Application (this is a big one for context of the case studies and extracts)
- 3) Analysis (show logical thinking and arguments. Consider why you raised the point)
- 4) Evaluation (bringing it all together, forming a judgement and answering the question)

CLCC Business Team have chosen the OCR exam board. Have a look at the website <https://www.ocr.org.uk/> to see the specification, also look at example answers and mark schemes to see what is needed!

Writing styles

Tutor2u: Tutor2u recommend a style of writing called PeCAN PiE, you can watch a video on this here:

<https://www.tutor2u.net/business/reference/effective-paragraph-technique-pecan-pie>

Writing style examples

The following is a made-up question and two short example answers. See if you can tell where balance and context are applied.

Q. Boeing manufacture some of the world's largest passenger airplanes. Management are currently looking to reduce costs by purchasing cheaper engines and materials to manufacture the planes. Assess the impact of this strategy on Boeing.

Example one

If they decide to buy cheaper things for making their products this will mean the company is spending less and their costs will be lower. This will be a good thing as their profits will increase which will make shareholders happy.

Example two

If Boeing decide to purchase cheaper engines and materials for their planes, this will result in a lowering of their manufacturing costs which may make them more attractive than main rivals Airbus. This could result in more orders from British Airways or Virgin Atlantic. However, using cheaper engines and parts could have disastrous effects for Boeing. If an accident occurred and it was the fault of Boeing and cheaper parts/manufacturing, then Boeings brand image would be significantly damaged resulting in long term consequences for the firm.

Where did you see context and balance?



The reading list for the summer

One of the best ways to spend time relaxing is by upgrading your knowledge. This can be done at the beach, in a café, your room, laying in a park, waiting at an airport-literally anywhere! The question is what to read....

APPS for Business



News websites for Business

1. The Guardian: <https://www.theguardian.com/uk/business>
2. The Independent: <https://www.independent.co.uk>
3. The FT: <https://www.ft.com>
4. Reuters: <https://www.reuters.com/>

Business Books

Please see the front of the booklet for the essential course booklet.

To supplement your reading these books will be of interest! The bold ones are easier reads!

<i>Building Strong Brands</i>	Aaker, David	978-1849830409
<i>The Idea in You: How to Find It, Build It, and Change Your Life</i>	Amor, Martin	978-0241971390
<i>Screw It, Let's Do It: Lessons In Life</i>	Branson, Richard	978-0753510995
<i>The 7 Habits of Highly Effective People</i>	Covey, Stephen	978-0684858395
<i>The Lean Book of Lean - a Concise Guide to Lean Management for Life and Business</i>	Earley, John	978-1119096191
<i>Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers</i>	Ferriss, Timothy	978-1785041273
<i>Think and Grow Rich</i>	Hill, Napoleon	978-1934451359
<i>Legacy: New Zealand All Blacks</i>	Kerr, James	978-1472103536
<i>Chaos Monkeys: Inside the Silicon Valley Money Machine</i>	Martinez, Antonio Garcia	978-1785034558
<i>The Everything Store: Jeff Bezos and the Age of Amazon</i>	Stone, Brad	978-0552167833

