Year 11 into Year 12 Summer Transition Project - AQA A Level Business Studies

Project Overview

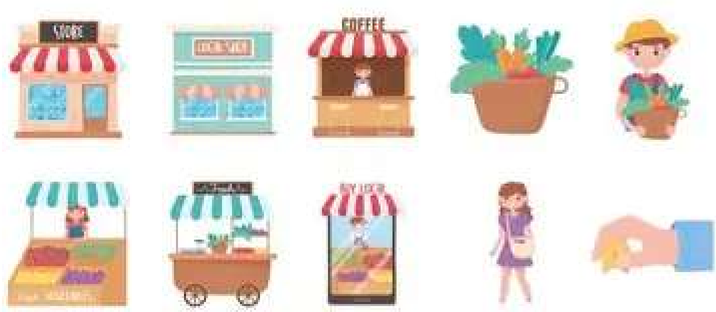
This summer project is designed to prepare you for A Level Business by exploring how a real business operates. You will investigate a business you can visit in person and analyse how it makes decisions. This project links directly to key topics you will study in your first year in A Level Business

Project Objectives

- Develop your research and observation skills
- Understand how businesses operate in the real world
- Apply business concepts to a real organisation
- Prepare for A Level Business content

Your Task

Choose a real business that you can visit at least once over the summer (e.g. a café, gym, salon, shop, themepark etc). You will create a research portfolio based on your observations and analysis.



Market Research

Can you explain the difference between Primary and Secondary research?

What are some of the advantages and disadvantages of both primary and secondary research?

Primary research	
Advantages	Disadvantages
- - -	- - -

Secondary research	
Advantages	Disadvantages
- - -	- - -

Market Research – your project business

You must visit the business and gather your own evidence about what the business does and some of the methods it uses to try and be successful. You could include:

- Photos you have taken (storefront, products, layout, prices, promotions etc)
- Notes from your visit (when is it busy/quiet? Staffing levels, speed of service etc)
- Evidence of interaction (conversation with staff or customer observations)

Marketing Analysis

As part of the Year 1 content you will cover Marketing in the lessons before Christmas

Fill in the following table in relation to the Marketing Mix:

Feature of the marketing mix	**What does it relate to?** **Examples seen in real life businesses?**
Price	
Promotion	
Place	
Product	
Process	
Physical Environment	
People	

Marketing Analysis – your project business

Using your understanding of the Marketing Mix, analyse how your business uses the 7 parts of the model to attract customers. Use photos or take notes to include in the space below

Target market

When it comes to selling products and services it is important to understand that not every person wants exactly the same thing. Different types of people will either not want that particular product, or will want a different variation of the product. Therefore, knowing what type of person you are trying to attract is important to providing the right options for them

In the section below, try to identify the different ways we split up customers and think about what each customer type might be more drawn to in terms of products and services. We've done the first one for you!

Ways to group customers	Impact on products and services
Gender	Want different products especially in certain industries – ie clothing, skincare, Products might differ in terms of
Income	
Age	
Location	
Lifestyle (married, kids, hobbies etc)	

Target market – your project business

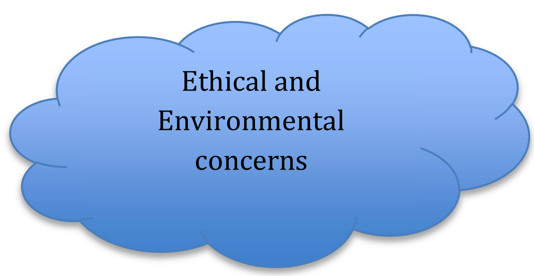
Now you have explored the idea of different target markets, you can apply this to your chosen business. Use your research and evidence to identify what types of customer your business is trying to attract most. Include photo evidence where possible to show this

Environment and Ethics

Modern business are being asked to take more responsibility for their own impact on the environment and to make sure that they act in a responsible and ethical way as they try to make profits.

At Wyke we have tried to reduce the amount of takeaway cups we use in the Starbucks and canteen, and we have also tried to reduce the amount of paper we use for unnecessary printing.

In the mind map below, identify some of the major environmental and ethical considerations that are facing businesses today and identify businesses that have been positively or negatively affected by them



4. Ethical and Environmental – your project business

Try looking at how your chosen business is adapting to ethical and environmental concerns. Find evidence of this wherever possible, through photos of the location or packaging, and put this in the space below

Competition

In business, the general idea is that if you want to be successful you have two choices; either offer your customers something unique that only you can, or offer them a low price that only you can. In some industries businesses compete on price, and in other industries they compete on trying to make the best product or service possible

For the following industries, identify who the main competitors are and what they do to compete

Industry	How is competition done in the industry?
Cars	
Supermarkets	
Gyms	
Sportswear	
Smartphones	

Competition - your project business

Explore the competition for your chosen business in the local/regional area. What other businesses are located nearby which may attract customers away from your chosen business - - think carefully about this, as businesses don't need to be the same to be in competition with each other. For example, a cinema is in competition with a bowling alley – we will probably choose to do one or the other.

Find your competition and show what they do to compete against your chosen business

Personal Judgement

A major part of the Business A Level course is the ability to **weigh up** two sides of an argument and make a **balanced** decision at the end – usually for a question that is subjective, and has no correct answer

For example:

To what extent is Starbucks a better coffee shop then Costa?

For a question like this there is an argument both sides; some things about Starbucks are better, and some things about Costa are better

Fill in the table below with things you like about either Starbucks or Costa

(if you don't really use either business, you can swap these for two businesses you do use in a different industry ie McDonalds vs KFC, or Tesco vs ASDA etc)

Starbucks is better	Costa is better

Balanced Evaluation

To finish this type of question, what we need to do now is weigh up the arguments we have put forward for each side of the answer.

In this situation, we need to decide whether the good points about Starbucks **outweigh** the good points about Costa – and why?

Example:

Despite the fact that Starbucks seems to have a better range of products, the fact that Costa have cheaper prices and a better loyalty scheme means that customers may feel better about spending less money on their drinks. This means that Costa is more accessible to a greater range of customers and making it easier to afford multiple and regular visits, whereas Starbucks might be seen as more of a one-off treat.

In the box below, try to weigh up your arguments about Costa and Starbucks into a balanced evaluation about which is better:

Final judgement – your chosen business

For this last section you are going to evaluate your chosen business based on what you perceive to be the factors that are making it successful and the factors that you think are stopping the business from being successful

Answer the following question:

‘To what extent do you feel that your chosen business is successful’

To do this you must look back through your research and identify the biggest factors from both sides of the argument, and then weigh those factors up in your final balanced evaluation.

Do this in the table on the next page

<table>
<tr><td>Factors that are making your chosen business successful</td><td>Factors that are stopping your business from being successful</td></tr>
<tr><td></td><td></td></tr>
<tr><td colspan="2">Balanced Evaluation:</td></tr>
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