

Subject		Business			
Exam Board		AQA			
Head of Department		Ms Pabila			
Assessment					
Unit 1: Business 1		Unit 2: Business 2		Unit 3: Business 3	
33.3%	Written Exam, 2 hours	33.3%	Written Exam, 2 hours	33.3%	Written Exam, 2 hours
Welcome to Business,					
This transition pack will provide you with a brief outline of the course structure and a reading list of sources and videos. You may wish to use these sources before and throughout the course to improve your wider understanding. This pack also contains some interesting and fun activities to get you ready for the first few weeks of the course. Please submit your work by the set due dates to pabila.r@sta.islington.sch.uk for the attention of Ms Pabila.					
Curriculum Map (Term 1)					
September - October 2020			November - December 2020		
<ul style="list-style-type: none">• The importance of the context of business in relation to decision making• The interrelated nature of business activities and how they affect competitiveness• The influences on functional decisions and plans including ethical and environmental issues• How technology is changing the way decisions are made and how businesses operate and compete• Use of non-quantitative and quantitative data in decision making			<ul style="list-style-type: none">• The impact of technology on strategic decision making• The influences of Corporate Social Responsibility, ethical and environmental issues on strategic decisions• The difficulties in forecasting future trends• The importance of assessing feasibility and risk when making strategic decisions• The impact on stakeholders of strategic decisions and their response to such decisions		
Subject Specific Reading List:		https://www.bbc.co.uk/news/business recommended to keep up with the daily business news Company of One: Why staying small is the next big thing for business by Paul Jarvis Good to Great: Why some companies make the leap and others don't by Jim Collins Grinding it Out: The making of McDonalds by Ray Kroc			
Useful Websites:		www.businessed.co.uk (if new to studying business) www.tutor2u.net www.senecalearning.com https://www.youtube.com/c/TakingTheBiz			

Due: Friday 29th May 2020Email: pabila.r@sta.islington.sch.uk**Activity 1: Global Brands Quiz**

Below are the some of the top 30 most valuable global brands in 2019 according to Inter brand. However they are not in the correct order.

				
				
			 Mercedes-Benz	

TASK: Put the brands in the correct order from most valuable to least in the table below.

1.	2.	3.	4.	5.
6.	7.	8.	9.	10.
11.	12.	13.	14.	15.

Activity 2 – Entrepreneur's stories

Due: Friday 29th May 2020

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Read the two case studies below about the entrepreneurs and their business start-up stories. Then answer the questions below.

Entrepreneur 1: Fraser Doherty – Super Jam

Fraser Doherty always loved jam, especially his Gran's jam made to her very own secret recipes. So much so, that when Fraser turned fourteen his Gran shared her jam secrets with him and he soon started making it himself, selling his produce at farmers markets and to local shops.

Thing was, Fraser loved eating jam as much as he loved selling it. In fact, he was getting through a few jars of his own jam every week. He quickly realised that all of that sugar probably wasn't doing his health a lot of good. So Fraser had an idea...

He decided he was going to make the healthiest jam possible using only the most nutritious fruits and without adding any sugar or sweeteners. Originally, his customer base was limited to neighbours and friends from his church, but business picked up quickly, and by age 16, he left school to work on his jams full time.

He tweaked his recipes and came up with a name for his product: Super Jam. Orders picked up faster than he could produce the jam--made from only fruit and fruit juice--in his parents' kitchen, so Doherty started renting out a factory a few days each month. In early 2007, Waitrose approached Doherty hoping to sell his Super Jam products in their stores. Within months there were Super Jam jars on the shelves of 184 Waitrose stores.



Doherty borrowed £5,000 from a bank to cover general expenses and more factory time to produce three flavours: Blueberry & Blackcurrant, Rhubarb & Ginger, and Cranberry & Raspberry. Tesco followed, adding Doherty's products to 300 stores across the U.K. In 2008, Super Jam hit \$1.2 million in sales, a 60% jump from 2007. "I can't be preoccupied with the money," says Doherty. "I make jam because it's what I love to do." Success is pretty sweet too.

Super Jam™

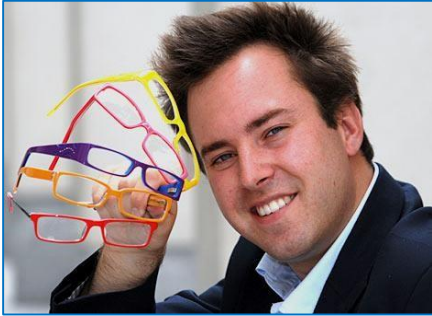




Entrepreneur 2: Jamie Murray Wells – Glasses Direct

Jamie Murray Wells is the founder and Executive Chairman of Glasses Direct, which he started at university. Studying for his final exams at university, Jamie discovered he needed to wear glasses. After visiting his local optician he was so staggered by the £150 price tag. “I got fleeced £150 for a pair of glasses. I looked at them and thought, it’s just a bit of wire and glass, why does it need to cost so much?

So I looked into the costs and found that they could be made for around £15 a pair. I



sent my prescription to the lab and then had two pairs that looked the same; the difference was that one cost £150 and the other £15. I realised there was an opportunity here to pass on these savings to customers, so I got together with some university friends, hired a web developer and used the last £1,000 of my student loan to get it started. “

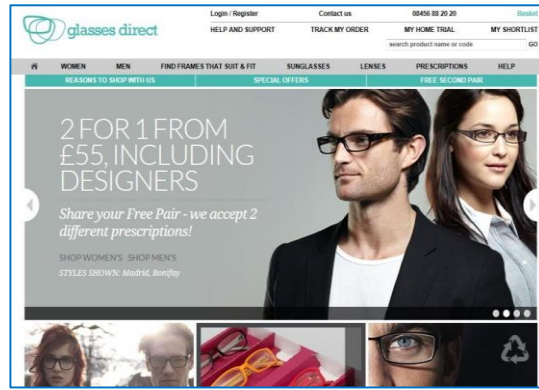
After finding a laboratory to support his idea for providing better value prescription glasses, he set up shop in his parents' front room with friends and family helping out. Word began to spread and within two months of trading, the phone was ringing constantly, and the orders began pouring in. With thousands of enquiries by the end of his summer holidays, what had begun as a sideline had become a real business meeting a real need. **Glasses Direct, the first online prescription glasses retailer was born.**

The business grew in popularity and he raised £700,000 through various business angels (venture capitalists) as well as friends and family. They moved to new premises and hired a team of staff to help with the operations. In the first year they had turned over in excess of £1m and probably saved the UK public many times that amount on their prescription glasses.

Despite early threats of legal action, and pressure on his suppliers from high street brands, Jamie fought to fully establish Glasses Direct in the optical market place, and eight years later, the 29 year-old has seen the company grow to become the largest online retailer of prescription glasses in Europe. The company now ships a pair of glasses every few minutes round the clock, and has saved the UK public in excess of £40 million pounds on their glasses.

According to Jamie it was possible to start up with so little capital thanks to their suppliers – “they would hold the stock for us, send the completed glasses out to customers and invoice us 30 days later. As we were taking payments upfront from customers, this enabled us to get the business going.

I watched cash flow like a hawk, and was also helped by the diminishing costs of technology and software at the time, after the dot com bubble. Other than this, I had all my friends working for me, and even kicked my sister out of her bedroom so I could use it as an office. I was the customer services, marketing, PR and accounts departments rolled into one. We handed out flyers etc, but word of mouth really made it fly, and we were selling fifty or more pairs of glasses a day pretty quickly. After that it was a question of scaling the business and getting logistics etc. into place. If you want something to work on a £1,000, you can do it, it's only necessary to prove that the concept works."



TASK: Answer the questions below based on the examples above and your own knowledge:

1. What is an entrepreneur? (2 marks)
2. What characteristics did each of these entrepreneurs have that made them successful? (4 marks)
3. How important is market research in ensuring new business ideas are successful? (6 marks)
4. What methods can entrepreneurs use to raise the finance necessary to start up? (4 marks)
5. Both entrepreneurs spotted a gap in market:
 - a. What gap did they spot? (2 marks)
 - b. How important do you think it is to spot a gap in the market for a new small business? (6 marks)
6. What are the biggest obstacles to starting up a successful new business venture? (4 marks)
7. "Without the entrepreneurial skills demonstrated by those in the case studies, these businesses would not have succeeded." To what extent do you agree with this statement? (10 marks)

Due: Friday 29th May 2020

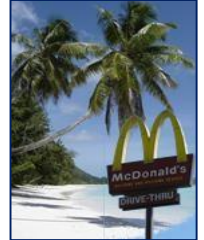
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Activity 3: External Influences

Research and choose a fast growing business/ successful business. To demonstrate your creativity do not select anything obvious e.g. Tesco's, McDonalds! You are to prepare a detailed fact file about this business to be used in your first business lesson.

In your fact file you need to include the following; – The nature of the business idea and how it is unique/ successful.

- Who started the business & how their idea came about? What characteristics does this person have that have contributed to their success?
- What form of ownership does the business have? Do they have limited/unlimited liability?
- How many employees do they have? What is their annual sales revenue? What does this information tell you about the size of the business?
- Where the business is located and why? Is it local/national/international/global?
- Who are the main business stakeholders, how does the business engage with them to avoid any conflict?
- Describe the marketing mix used by the company



Investigation – in a very detailed fashion I would like you to investigate the impact of the coronavirus on your chosen company. Comment on and prepare a presentation on this specific element for showcasing when you return in September. Comment on staffing, profits, government rules, costs, overheads, demand, supplies etc.

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Activity 4: Business Planning

Solving a business problem

During the summer, months there are many Festivals taking place in the UK. At the end of the event, there are thousands of tents and camping equipment abandoned by festivalgoers.



TASK: You have been tasked with writing a report, advising the Festival organisers how to deal with the aftermath of the event. You must bear in mind that you are a business.



Report Structure:

As a business, you will need to consider the following:-

- The name of your business
- What would be the objectives for the task?
- Identify what your problems might be – set the scene
- Your proposal – with an explanation of how you are going to resolve the challenge

You should consider the following:

- Resources required
 - Human – who you may need to support you
 - Financial – an overview of costs involved, Income you could receive. Alternatively, are you going to be charitable?
 - Physical resources – materials and equipment needed.
- Marketing
 - Selling – How are you going to dispose of what you have?
 - Promotional Material – any flyers, advertisements you may need to design
 - Environmental consideration
 - Charitable causes

At the end of your report, you should summarise your recommendations.

A Minimum of 1,000 words.

Activity 5: Business Finance**Initial Numeracy Assessment****Due: Friday 26th June 2020**Email: pabila.r@sta.islington.sch.uk

TASK: Complete the numeracy questions using a calculator and remember always show your workings.

Q1	<p>Balti Towers is an Indian takeaway that also offer a delivery service. Last year, the business delivered 1,400 curries. This year, the owner estimates that they will deliver 1,512 curries.</p> <p>Calculate the estimated percentage increase curry deliveries.</p>
<p><i>Your workings:</i></p>	

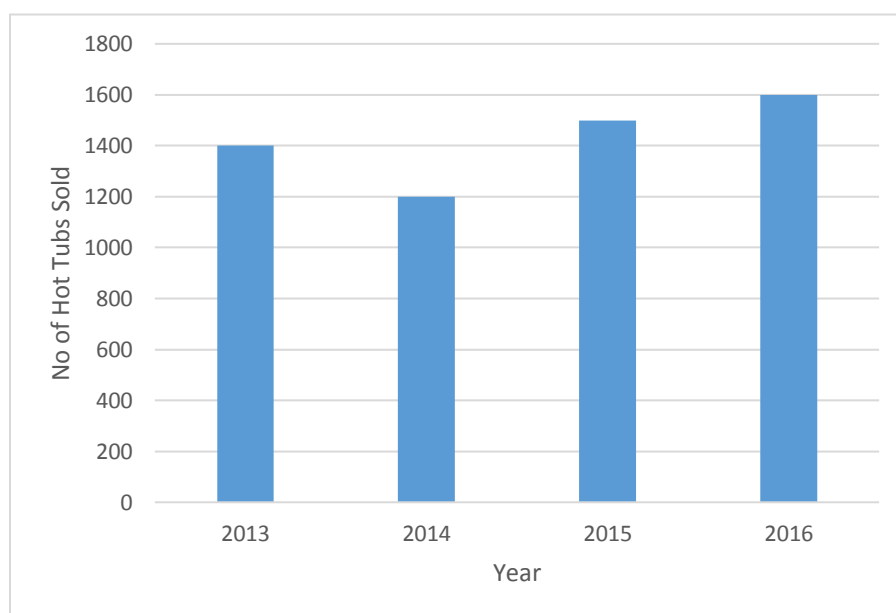
Q2	<p>School of Choc is a confectionary manufacturer located in County Durham. The business employs 120 staff. The ratio of male to female staff is 2:3.</p> <p>Calculate how many female staff School of Choc employs.</p>
<i>Your workings:</i>	

Q3	<p>Jimmy Chews is a sweet shop located in Wetherby. This year, the owner estimates that the business, which also sells soft drinks, will sell 3,360 cans of coca cola, 5% more than last year.</p> <p>Calculate how many cans of coca cola Jimmy Chews sold last year.</p>
<i>Your workings:</i>	

- Q4** Bubblicious is a hot tub manufacturer located in Chester. Their hot tubs retail for £4,500. The manufacturing cost per hot tub is $\frac{2}{5}$ of the selling price.
- Calculate the cost of manufacturing one hot tub.

Your workings:

- Q5** The chart below shows the number of hot tubs Bubblicious sold between 2013 and 2016. The owner, estimates that in 2017, hot tub sales will be 5% lower than in 2016.
- Calculate the average annual sales of hot tubs between 2013 and 2017.



Your workings:

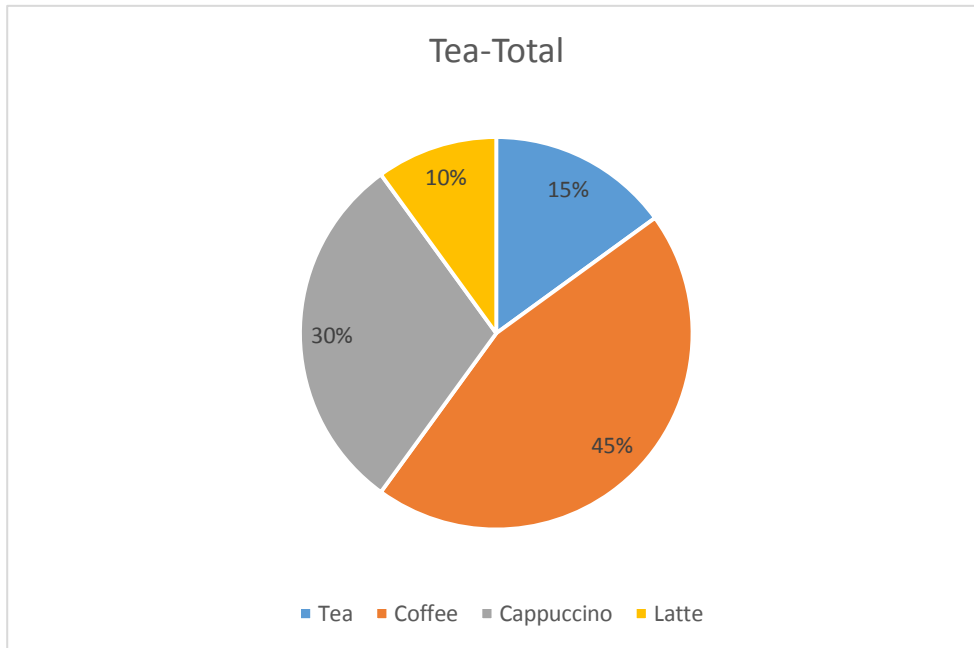
Q6	<p>Melchester Rovers Football Club can seat 42,000 spectators. Last week, when they played Harrogate Town, there were 36,960 spectators.</p> <p>Calculate the percentage of empty seats.</p>
<i>Your workings:</i>	

Q7	<p>A family of four, on holiday in the UK from Spain, visited the 'Whale of a Time' sea life centre in London. The total entrance cost for the family was £90.</p> <p>Assuming an exchange rate of £1: €1.08, calculate the total entrance cost in Euros.</p>
<i>Your workings:</i>	

Q8	<p>Loft in Space, a manufacturer of loft insulation, took 80 of its employees on a two-day team building trip to an outdoor activity centre in the Lake District. The total cost of the trip was £9,600. The accommodation cost per was $\frac{3}{5}$ of the total cost per employee.</p> <p>Calculate the accommodation cost per employee.</p>
<p><i>Your workings:</i></p>	

Q9

Tea-Total is a café in Cumbria. Below is a pie chart showing the percentage of drinks purchased for a group of 200 customers.



- (A) Calculate how many customers purchased a coffee
- (B) Calculate how many customers did not purchase a tea
- (C) Calculate the fraction of customers that purchased a Latte

Your workings:

Q10	<p>Graham Riley is an employee of Father Treads, a business that specialises in car tyres. Graham attends a meeting at Head Office, travelling 60 kilometres each way. Graham is entitled to claim travel expenses at 45p per mile.</p> <p>Based on the assumption that 10 kilometres is equivalent to 6 miles (approximately), calculate how much Graham is entitled to claim.</p>
<i>Your workings:</i>	

Q11	<p>Car-tastrophe is a car showroom based in Stanhope. The business consists of one manager and 3 salesman, Jim, Jon and Joseph. Each month, a sum of money is paid as a bonus and is divided in the ratio of the number of cars each salesman has sold. Jim sold 7 cars, Jon sold 8 cars and Joseph sold 9 cars. Joseph received £1,125</p> <p>Calculate how much money Jim and Jon received.</p>
<i>Your workings:</i>	

Q12	<p>Barber Streisand is a hair dressing salon located in Sunderland. The owner Barbara, recently introduced a new system of rewarding her staff. At the end of the week, Barbara puts the following in a bag:</p> <p>5 x £10 notes</p> <p>4 x £20 notes</p> <p>3 x £50 notes</p> <p>At the end of the week, the hairdresser who has provided the best service can select a note from the bag as a reward.</p> <p>Calculate the probability of not selecting a £10 note.</p>
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Your workings:

Q13	<p>Frame, Set and Match is a picture framing business with several shops across the North East of England. The business has a total of 90 employees, of which 54 are female.</p> <p>Calculate, in the lowest possible terms, what fraction of the total employees are male.</p>
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Your workings:

Q14	<p>Wooden it be Lovely is a small manufacturer of wooden children's toys. Last week, the business produced 32,000 toys, of which 40% were checked for quality. Of the 40% checked, $\frac{1}{5}$ had a defect.</p> <p>Calculate how many wooden toys were found to not have a defect.</p>
Your workings:	

Q15	<p>Sparked Out is a retailer of electrical products located in County Durham. The owner, Joseph Sparks, is analysing the sales figures of two product lines, the Lavazza coffee machine and the Breville toaster.</p> <p>In 2016, the total value of Lavazza coffee machine sales was £12,100 whilst the total value of Breville toaster sales was £5,292. Joseph noticed that the sales of Lavazza coffee machines have been increasing by 10% per year, whilst the sales of Breville toasters have been increasing by 5% per year, over the last two years.</p> <p>Calculate the total sales value of Lavazza coffee machine sales and Breville toasters in 2014.</p>
Your workings:	