

## **Business - Year 11 to Year 12 Bridging Materials 2026**

The purpose of this work is to give you an insight into the role of entrepreneurs and how businesses function in terms of finance and marketing. This will help you to prepare for Theme 1 and Theme 2 which you will be covering with your teachers this year. ***Please use the text in red to note how much you need to write or how to structure your answers.***

**You will be tested on your understanding of this work within the first week back. You should bring your notes made with you to your lesson and then upload a copy to Showbie.**

The deadline for competing this work is: Tuesday 8 September 2026

<b>Subject</b>	<b>Business Studies A Level</b>
<p><b><u>Securing</u></b></p> <p>This is the section where you will start looking at some core content that will be needed for your return to school in September</p>	<p>You are going to research and find the following key terms and create flashcards flash cards to aid your understanding and start to the course. <b><i>You can either create physical flash cards or online flash cards – whichever way you prefer, please take a copy or screenshot to show your teacher in September.</i></b></p> <ol style="list-style-type: none"><li>1. Entrepreneur</li><li>2. Sole trader</li><li>3. Partnership</li><li>4. Private limited company</li><li>5. Public limited company</li><li>6. Franchisee</li><li>7. Franchisor</li><li>8. Dynamic market</li><li>9. Limited Liability</li><li>10. Unlimited Liability</li><li>11. Primary Sector</li><li>12. Tertiary Sector</li><li>13. E-Commerce</li><li>14. Profit Maximisation</li><li>15. Market share</li><li>16. Share capital</li><li>17. Shareholder</li><li>18. Stakeholder</li><li>19. Demand</li><li>20. Supply</li></ol>

<p><b>Processing</b></p> <p>These are problems that you are going to need to work through and complete research on to come up with a solution</p>	<p><b>Task 1 – Jaguar and their market</b></p> <p>Jaguar aims to expand its market by appealing to younger consumers, particularly Millennials and Generation Z. You are to propose marketing strategies backed by research and data to help Jaguar achieve this goal.</p> <p>Task Instructions:</p> <ul style="list-style-type: none"> <li>• Research Jaguar’s existing marketing strategies and identify their current target market. <b>You should research into at least 2 marketing campaigns they have launched and write a paragraph explaining when it was launched, who it was aimed at, what the purpose of the campaign was and whether or not you think it was successful. Example strategy – Jaguar recently rebranded as a way to appeal to the new demands in the market and trends in society. This was aimed at...the purpose of this was...this was successful because...this was not successful because...</b></li> <li>• Study the characteristics and preferences of Millennials and Generation Z, focusing on their expectations from automotive brands. <b>Identify at least 2 trends in the car market regarding preferences on vehicles, size, colours, makes which are emerging in society today and explain in a paragraph how this has influenced the cars being released onto the car market.</b></li> <li>• Analyse successful marketing campaigns by other car manufacturers aimed at younger audiences. <b>Choose two other car companies and identify 2 marketing campaigns (adverts, new promotions, new products/cars). Explain when it was launched, the aim behind it, the success they gained from it, and any issues they may have faced with it.</b></li> <li>• Develop one marketing campaign recommendation for Jaguar, such as leveraging social media influencers, emphasising sustainability, or offering customisable features. <b>You should outline in your marketing campaign</b> <ol style="list-style-type: none"> <li>1. Who is it aimed at?</li> <li>2. What is the purpose of it?</li> <li>3. When is it best being launched? Particular time of year or month?</li> <li>4. What are the expected benefits from launching this campaign?</li> <li>5. What are the expected costs of this marketing campaign?</li> </ol> </li> <li>• Suggest the best source of Finance Jaguar could use assuming they may have cashflow issues to fund this marketing campaign? <b>Identify two sources of finance that they could use based on a prediction of how much you think they should spend on the campaign and for each source, explain the pros and cons of using it.</b></li> </ul> <p>Useful Links:</p> <p><a href="https://www.theacegrp.com/3-key-ways-to-market-to-millennials-and-gen-z-in-the-automotive-industry/">https://www.theacegrp.com/3-key-ways-to-market-to-millennials-and-gen-z-in-the-automotive-industry/</a> - Techniques to sell cars to Millennials and Gen Z customers</p> <p><a href="https://www.jandlmarketing.com/how-to-effectively-reach-and-engage-millennial-car-buyers/">https://www.jandlmarketing.com/how-to-effectively-reach-and-engage-millennial-car-buyers/</a> - Effective ways to reach Millennial customers</p>
---	--

	<p><a href="https://www.notarize.com/blog/how-the-auto-brands-are-shifting-to-reach-younger-customers">https://www.notarize.com/blog/how-the-auto-brands-are-shifting-to-reach-younger-customers</a> - How Auto brands reach younger customers</p> <p><a href="https://www.moneysupermarket.com/loans/car-finance/car-finance-explained/">https://www.moneysupermarket.com/loans/car-finance/car-finance-explained/</a> -What is car finance?</p> <p><b><u>Task 2 – Apple’s financial problems</u></b></p> <p>Apple Inc. is contemplating issuing additional shares to the public to raise capital. As business analysts, students are tasked with evaluating whether this move is advantageous or disadvantageous for the company.</p> <p>Task Instructions:</p> <ul style="list-style-type: none"> <li>• Begin by researching what a public limited company is and the role of shares within such a company. <b>Write a paragraph explaining the key features of a PLC and the benefits or limitations of it</b></li> <li>• Investigate the potential disadvantages for Apple in issuing more shares, such as raising capital for expansion. <b>Write down 2 big problems that they could face and explain why that is a problem (what are the following impacts likely to be)</b></li> <li>• Conclude with a well-argued recommendation on whether Apple should proceed with issuing more shares, supported by evidence from your research. <b>Write an overall judgement explaining what you think they should do, why you think that, what your decision depends on, how will it affect them in the short term, and how might it affect them in the long term.</b></li> </ul> <p>Useful Links:</p> <p><a href="https://www.bbc.co.uk/bitesize/articles/zfxrmbk">https://www.bbc.co.uk/bitesize/articles/zfxrmbk</a> - What are public limited companies?</p> <p><a href="https://www.informdirect.co.uk/company-formation/public-limited-company-advantages-disadvantages/">https://www.informdirect.co.uk/company-formation/public-limited-company-advantages-disadvantages/</a> - Pros + Cons of PLC’s</p> <p><a href="https://www.freshbooks.com/en-gb/hub/accounting/public-limited-company-advantages-and-disadvantages">https://www.freshbooks.com/en-gb/hub/accounting/public-limited-company-advantages-and-disadvantages</a> - Pros + Cons of PLC’s</p> <p><a href="https://www.investopedia.com/ask/answers/advantages-disadvantages-company-going-public/">https://www.investopedia.com/ask/answers/advantages-disadvantages-company-going-public/</a> - Pros + Cons of becoming a PLC</p>
<p><b>Reviewing</b> – A chance for you to reflect</p>	<p>Make a list of 5 questions that you have for your business teacher about the subject when you come back to school in September – these questions may come up from your research or it something you forgot to ask on your induction day.</p>