

## A Level Business - Bridging Materials 2024

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 (marketing) and theme 2 (finance) which you will be covering with your teachers this year.

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 once you have access.

The deadline for completing this work is Wednesday 4 September 2024.

<b>Sub ject</b>	<b>Business Studies A Level</b>
Sec urin g	<p>Using flash cards, try and find definitions to the following key terms.</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. Mass market</li> <li>7. Niche market</li> <li>8. Dynamic market</li> <li>9. Market segmentation</li> <li>10. Above the line promotion</li> <li>11. Below the line promotion</li> <li>12. Gross profit</li> <li>13. Net profit</li> <li>14. Internal sources of finance</li> <li>15. External sources of finance</li> <li>16. Liquidity</li> <li>17. Business failure</li> <li>18. Break even</li> <li>19. Revenue</li> <li>20. Total costs</li> <li>21. Cash flow</li> <li>22. Break even</li> <li>23. Interest</li> <li>24. Budgets</li> <li>25. Share capital</li> </ol>
Pro ces sing  Fou ndat iona l topi cs that	<p>Part A – Research into the difference between mass and niche markets. Write a definition of each market, give the pros and cons, and add an example. Look into what is meant by a dynamic market and why it is important to be aware of the type of market the business is in.</p> <p><a href="https://www.tutor2u.net/business/reference/niche-markets-and-mass-markets">https://www.tutor2u.net/business/reference/niche-markets-and-mass-markets</a>  <a href="https://www.tutor2u.net/business/reference/dynamic-markets">https://www.tutor2u.net/business/reference/dynamic-markets</a></p> <p>Part B – Look into key sources of finance that are available to a business. Make a list of what the source of finance is, give examples of when it might be used and add the pros and cons of each source.</p>

<p>you will start the course with</p>	<p><a href="https://www.tutor2u.net/business/reference/sources-of-finance-choices">https://www.tutor2u.net/business/reference/sources-of-finance-choices</a>  <a href="https://www.youtube.com/watch?v=zGpgSwjfuv4">https://www.youtube.com/watch?v=zGpgSwjfuv4</a></p> <p>Research into the 4 main forms of ownership – sole trader, partnership, private limited company, public limited company. For each form of ownership, add the key features, and identify all the internal and external sources of finance they may use if they wish to expand.</p>
<p>Exploring Looking into the wider world of business</p>	<p>Part A –          Look into the world of fast fashion. Comment on what fast fashion is and find the market share of the top fashion companies in the UK. You should research into how the fashion market has changed and led to a rise in fast fashion. Using the links below as a starting point, think about how firms have changed their marketing campaigns to help grow in the fashion market. Comment on what methods of marketing they tend to use, and how they try and attract customers to buy from them. You should comment on the issues that fast fashion is having on the industry.</p> <p><a href="https://oceangeneration.org/the-history-of-fast-fashion/">https://oceangeneration.org/the-history-of-fast-fashion/</a>  <a href="https://theaccountancycloud.com/blogs/the-rise-of-boohoo-from-small-uk-brand-to-international-fashion-icon">https://theaccountancycloud.com/blogs/the-rise-of-boohoo-from-small-uk-brand-to-international-fashion-icon</a></p> <p>Once you have an understanding of the fashion market, you need to think about how consumer preferences towards fashion are changing. There has been a move towards being environmentally friendly. Comment on how businesses have responded to consumers wanting more environmentally friendly clothes and explain how this has helped them to reach a new area in the market.</p> <p>Part B –          We will be looking into the financial side of business, and ultimately the main reasons that could cause a business to fail.</p> <p>Using the links below to help you, look into the following businesses and explain why they failed – was it solely down to financial issues or did the market demands change? Suggest how this problem could have been avoided.</p> <ol style="list-style-type: none"> <li>1. Non Plastic Beach  <a href="https://www.bbc.co.uk/news/business-66935496">https://www.bbc.co.uk/news/business-66935496</a></li>   <li>2. Wilko's  <a href="https://news.sky.com/story/wilko-to-close-last-remaining-high-street-stores-12979076#:~:text=The%20retailer%20collapsed%20after%20being,rivals%20and%20supply%20chain%20challenges.&amp;text=Administrators%20PwC%20were%20called%20in,HMV%20owner%20Doug%20Putman%20collapsing">https://news.sky.com/story/wilko-to-close-last-remaining-high-street-stores-12979076#:~:text=The%20retailer%20collapsed%20after%20being,rivals%20and%20supply%20chain%20challenges.&amp;text=Administrators%20PwC%20were%20called%20in,HMV%20owner%20Doug%20Putman%20collapsing</a></li>   <li>3. Topshop  <a href="https://theaccountancycloud.com/blogs/topshop-collapse-what-went-wrong-for-sir-philip-greens-arcadia-retail-empire">https://theaccountancycloud.com/blogs/topshop-collapse-what-went-wrong-for-sir-philip-greens-arcadia-retail-empire</a></li> </ol>
<p>Reviewing</p>	<p>Make a list of 5 questions that you have for your Business teacher about marketing or business when you come back to school in September.</p>

