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| <b>Subject</b> | <b>A Level Business Studies</b> |
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Tasks to complete:

**Task 1: The Entrepreneurial Spark (Theme 1.5 - Creative and Research)**

● Part A (Creative): Imagine you are an entrepreneur. Develop an innovative business idea for a new product or service.

- What is your product/service?
- Who is your target market? (Be specific!)
- What makes your idea unique or better than existing alternatives?
- Create a simple logo and a catchy slogan for your business.

● Part B (Research): Research a successful entrepreneur (e.g., Levi Roots, Karren Brady, Elon Musk, a local entrepreneur).

- What business(es) are they known for?
- What were the key challenges they faced when starting up?
- What personal qualities or skills do you think contributed most to their success?
- Present your findings as a short profile (max 300 words).

**Task 2: Understanding the Customer (Theme 1.1 and 1.2 - Research)**

● Part A (Research): Choose two competing businesses in the same industry (e.g., Nike vs. Adidas, McDonald's vs. Burger King, Tesco vs. Sainsbury's).

- Identify the target market for each business.
- How does each business try to meet the needs of its customers? (Consider products, price, promotion, place).
- Find examples of their market research (e.g., surveys they might use, focus group descriptions, use of loyalty card data).

**Task 3: The Marketing Mix (Theme 1.3 - Creative)**

The Marketing Mix (often called the 4 Ps) consists of Product, Price, Place, and Promotion.

- Choose a product you use regularly (e.g., your mobile phone, a favourite snack, a streaming service).
- Create a visual presentation (e.g., a poster, a PowerPoint slide, an infographic) that analyses its marketing mix:
- Product: What are its key features and benefits? What is its packaging like?
- Price: How much does it cost? What pricing strategy do you think the company uses (e.g., premium, budget, competitive)?
- Place: Where can you buy it? How is it distributed?
- Promotion: How is it advertised and promoted? (e.g., TV ads, social media, celebrity endorsements, sales promotions).

**Task 4: People Power (Theme 1.4 - Research)**

- Many businesses state that "our employees are our greatest assets"

- Research how a well-known company (e.g., Google, John Lewis Partnership, Microsoft) motivates its employees.
- Find examples of at least three different motivational techniques they use.
- Briefly explain why these techniques might be effective.
- Present your findings in a short report (max 400 words).

Additional reading and independent study

**Broadsheet Newspapers:**

- The Financial Times (especially useful)
- The Times (Business section)
- The Guardian (Business section)
- The Telegraph (Business section)

**Online News Platforms:**

- BBC News (Business section)
- The Economist
- Bloomberg Markets
- Yahoo Finance
- The Wall Street Journal
- The Sunday Times (Business supplement)

**Business Magazines/Websites:**

- The Grocer (for FMCG industry news)
- Tutor2u (excellent for A-Level specific business articles and analysis)