**PREPARATION FOR GCSE BUSINESS STUDIES**

Congratulations on choosing business studies as one of your GCSE subjects. We hope you enjoy the course, work hard and are successful. There are several things that you can do that will help you succeed:

* Learning new words, phrases and ideas
* Listening to what your teachers will tell you about how businesses operate, and what they tell you about how to do well in the exams
* Having an awareness of the business world around you and being able to apply the theories you learn to what those businesses are doing in practice.

One of the reasons your teachers enjoy teaching business is because it is continually in the news, and we come across businesses and their activities every single day of our lives. We might be a customer, an employee or a neighbour of a business so have an interest in what they are doing – in other words, we are a STAKEHOLDER.

Over the next few weeks in preparation for your business course starting in September, we’d like you to do some research and some investigation into what some businesses do and how they behave. You’ll need access to the internet to make things easier.

The grid on the next page lists 25 businesses. You will have heard of many of them; others will not be so familiar. Some are large “multinational” companies, operating all over the world, and some are small businesses based in our local area only. You will need to refer to this grid for a lot of the following tasks.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| IKEA | ALLIED BAKERIES | LoomLoft | PRIMARK | SUBWAY |
| STARBUCKS | Cosgrove’s CLOTHING | Booths | Bowker Ribble Valley | Bleakholt Animal Sanctuary |
| DOMINO PIZZA | B&Q | Lanx shoes | Breda Murphy’s | SPORTS DIRECT |
| HOME BARGAINS | Northcote Manor | MCDONALDS | APPLE | BAE Systems |
| EASYJET | Whalley Corn Mills | Amazon | Bowland Wild Boar Park | CJ’s Whalley |

**Task 1**

Match the business to these facts:

1. Set up before 1920, a local car specialist.
2. Has a smile as a logo
3. Set in 65 acres, this business’ name is the opposite to quietly exciting. (sorry, awful pun there)
4. Earned revenue (income) of $21.03 billion in 2018
5. Employ 2100 people in Lancashire and the north of England
6. Run by a nice man called Marv
7. Their official name is T J Morris Ltd
8. This business has won a prestigious Michelin star
9. Hit badly by the impact of coronavirus, they received bad publicity by making it difficult for customers to get refunds EJ
10. They run a furniture shop, but also have seats for 72 diners
11. Possibly the best sausage butties in the world?
12. Which business bought Evans Cycles and House of Fraser?
13. Local to us, they have other sites in Warton, Preston, Barrow, Crew to name but a few, and have connections all over the world.
14. If you attend St Augustine’s and have a horse, or any other pet, you may use this business
15. Hit hard by Covid19 – this company also recently was victim to a big cyber attack
16. If you want to run one of their outlets, you’ll need to pay them £500,000 at least
17. They’ve been looking to employ more drivers during the covid-19 crisis
18. This business has a branch in Bredbury, Stockport, which is an appropriate location (if you can’t spell very well)
19. These people specialise in “Caring for those who have no one”
20. Known as Penneys in Ireland, where the business started in 1969
21. Well-known for their budget ranges
22. “Billy” is one of their best-known product ranges.
23. Earn points on your Subcard at this business
24. Steve Jobs was one of the founders of this business
25. They have been successful as a result of our increasing hobby of DIY
26. This local business sponsors local school activities and is proud of its Irish roots.

**Task 2**

* Write down what each business does.
* Was the business successful (up to February 2020)?
* Find out the meaning of PRIMARY, SECONDARY AND TERTIARLY business sectors. Which of these 3 sectors is each business in? Produce a table with 3 columns and write the business in the appropriate column. Some businesses could go into more than one column!

**Task 3**

Some businesses operate in just one town or have only one or two branches (“local”). Others can be found all over the UK (“national”) and others can be found all over the world (“international”). Put each business into the correct category. Like task 2, do this as a table of 3 columns.

**Task 4**

Apart from the facts in task 1, find out at least TWO more interesting facts about a few of these businesses. Select around six of them, and write a paragraph about the facts that you have found out. Write these paragraphs in your own words, don’t just copy and paste from a website!

**Task 5**

All businesses have to have a legal structure – who owns them, where the money comes from to set them up, and who gets the profits. They are likely to be

* a sole trader,
* a partnership,
* a private limited company,
* a public limited company,
* a franchise
* A social enterprise.

Find out about these types of organisation and decide which one each business is. Find at least one example of each of the bullet point legal structures listed here.

This link to the BBC bitesize website will help you: <https://www.bbc.co.uk/bitesize/guides/zdc6mfr/revision/1>

**Task 6**

When we give you an exercise book in September you’ll have to cover it, and we ask that you add some business-related pictures to the cover. Find some images now in preparation (eg logos, photos of famous business people, business symbols etc)

**Task 7**

Someone who sets up their own business is called an ENTREPRENEUR.

Carry out some research about either a well-known entrepreneur, or someone you know who is an entrepreneur. Write a factsheet about them. Include: their background, why they wanted to run a business themselves, what their business is, what characteristics they have that make them successful.

(If you’re struggling for ideas, here are some names: Karren Brady; James Dyson, Michelle Moan, Sir Alan Sugar, Chika Russell, Heather Baker, Dawn Gibbins, Sophie Tranchell, Richard Reed, Jo Malone, Richard Branson, Peter Jones.)