



Huxlow & Rushden Academy  
**SIXTH FORM**  
One Trust, Two Schools, One Vision of Excellence



# Business A Level

For this task you may decide on a business of your choice, however, we would suggest that you pick a large national or international business as it will be much easier to find information. The overall aim is that you practice your skills of research and apply theories that you learnt in Year 10 and 11 (if you studied business before) to a real-life business. The second part of the task requires you to use your skills of analysis and evaluation. Please try to avoid a franchise such as McDonalds – we suggest a PLC or LTD company.

## Task 1: Describe & explain how the business you have chosen operates

You should choose to focus on the following areas:

- How the business was started and provide a brief history
- The markets the business trades in and its competitors
- The businesses product or service range and the types of customers that the business targets
- The ownership of the business and the advantages and disadvantages of this type of business
- How the business is organised and managed
- The types of technology and machinery used, together with an explanation of how they benefit the business (business resources)
- An explanation of the types of advertising and promotion that the business uses

## Task 2. Analyse the performance of the business you have chosen

You could use both financial and non-financial data

- Analyse the changes in the business over the past 5 years
- Discuss how these changes have impacted on the products/services that they supply
- Comment on what steps the business should make to improve their chances of success in the future

# Transition Task



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Finedon Road  
Irthlingborough  
Northamptonshire  
NN9 5TY



Rushden Academy  
Hayway  
Rushden  
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NN10 6AG



### **How the work produced will fit into subsequent work and the specification as a whole**

Students of either course will study business in a variety of contexts. It is important that students understand that the course requires a high level of written communication as well as an element of mathematics linked to business finance and making calculations.

### **How the work should be presented**

Your work should be in report format using main headings and sub-titles. You should use Word or Google Docs to complete this, although it is acceptable to produce handwritten work. Any financial data, images or diagrams used will help illustrate your points.

### **How the work will be assessed?**

A-Level assessment criteria:

- 20% of the marks will be given for the quality of research and relevant information found.
  - 30% for the quality of application (how your work relates to the business in question).
  - 40% of the marks will be given for analysis (The ability to construct an explanation that strings together sentences, exploring the implications on the business, its customers etc. of the points raised.)
- A03
- 10% for the quality of communication (including the report structure with sub-headings and lack of significant errors – you must therefore carefully proofread your work)