**Business PPS**

You need to investigate in detail a business of your choice. Please ensure that it is a business that you are a familiar with or of interest to you. A large business would be best e.g. Tesco, Apple, Nike etc.

Please complete the following tasks in full sentences in a report style way using each bullet point as a new heading. This means that it needs to be broken into paragraphs and sub headed. You need to ensure that it is in context of your chosen business throughout and not just generic theory. You will need to write this report up in full and print a copy off for September. Please feel free to add graphics, pictures etc.

Create a report outlining:

1. Introduction to the business (how it was started, who they are/ what does the Business do, what products/ services does it offer, size etc.)
2. Who are their competitors, how can they overcome this threat?
3. What is the ownership type: e.g. partnership, sole trader, limited company? Outline the benefits of this form of ownership.
4. Outline their aims and objectives – why do you think that they have these aims? Do they have a Mission Statement? If so does do you think it is effective?
5. What is their market share? Has this changed over time?
6. What type of leadership style does the business have and why does it work for that business – laissez faire, autocratic, Democratic? etc.
7. What kind of Organisational Structure does it have? Tall? Hierarchical? Flat? How does the CEO or Leaders communicate with staff throughout the organisation?
8. Who are their main stakeholders? Draw a Stakeholder Map- can you see any conflicts that may occur?
9. What is a market map? Create one for a product/service that your business provides
10. What are their distribution channels? How does the business get its products or services to market?
11. What recruitment methods do they use? How do they recruit? Interviews?
12. How do they train their staff – on-the-job/ off-the-job?
13. How does the Business motivate its staff? Look at monetary and non-monetary methods of motivation- which are used? Do you think these work?
14. Investigate what is meant by PESTLE and explain what the external influences are on this particular business, both positive and negative effects
15. Finally, summarise how successful you think this business is and what the future holds (e.g. are there expansion plans/ plans to reduce workforce?)

You will need to do your research and perhaps investigate some of the theory that you are unsure of. A useful website to use includes, <https://www.tutor2u.net/business>.

Powerpoints will also be placed on Classcharts to support your learning.

**TASK 2**

Complete the initial numeracy assessment. This will help us to see any areas that you need help with going forward with the A level course.

You may need to look up some of the formulas to help you