

Bridging Unit Tasks: AS/ A-Level Business

Task number	Task
1 – Essay writing	<p>“Jaguar Land Rover invests £1m to help police combat car thieves and allay owner concerns”.</p> <p>Write an essay which discusses the reasons why Jaguar Land Rover would invest £1M of their own money to help police combat car thieves.</p> <p>You should consider:</p> <ul style="list-style-type: none"> • The different stakeholders that will be affected positively/ negatively. • The advantages to the business of doing this. • The disadvantages to the business of doing this. • An overall conclusion as to whether it is a good use of money. <p>Your essay should be between 1000 & 1200 words and reference any sources which you use.</p>
2 – Research task	<p>Research an entrepreneur of your choice.</p> <p>Write a summary of each of the below points in relation to your chosen entrepreneur. All work must be your own and should not be copied from the internet or plagiarised.</p> <ul style="list-style-type: none"> • The entrepreneurs early life. • How their business started. • How there business is going now. • A detailed look at a major problem the entrepreneur faced and how they overcame it. • What are the plans for the entrepreneur/ business moving forward. <p>REMEMBER: This must be all your own work, with any sources referenced accordingly.</p>
3 – The fall of WILKO	<p>Conduct some detailed research into the collapse of British business, Wilkinsons (aka Wilko).</p> <p>You should then write a report which outlines the causes for the businesses collapse and what it could have done differently to prevent it.</p> <p>You will need to use a variety of different sources, including academic journals, websites and media reports to help you write your answer.</p> <p>Be sure to reference all the sources which you utilise.</p> <p>Your report must consider factual evidence of what happened to the business and why it happened.</p>
4 - Merger	<p>The proposed merger between Sainsbury's and Asda has been blocked by the UK's competition watchdog over fears it would raise prices for consumers.</p> <p>The Competition and Markets Authority (CMA) also said it would raise prices at the supermarkets' petrol stations and lead to longer checkout queues.</p> <p>Investigate the blocked merger between the supermarkets ASDA and Sainsbury's, find out the following:</p> <ul style="list-style-type: none"> • Company biographies for Asda and Sainsburys • How the business would have been split? • What would the structure of the new business be? • What impact do you think this would have on customers? • What impact would it have on shareholders? • What conflicts would there likely to have been? • In your opinion would this have been a monopoly? • What implications would this have if it was a monopoly? <p>This can be done as a report</p>

5 –
Business
Plan

Imagine you are going to start your own business doing something which you are very interested in.

Create a business plan which could be used to seek investment from a bank in order to develop your idea.

You must cover the key areas shown below and must ensure that you are writing in full sentences in a style which is suitable to be presented to a bank for loan.

You must include:

- Draft an executive summary.
- Write a company description.
- Perform a market analysis.
- Outline the management and organization.
- List your products and services.
- Perform customer segmentation.
- Define a marketing plan.
- Provide a logistics and operations plan.

For guidance on how to write this business plan, see the website [How To Write a Business Plan in 9 Steps \(2024\) - Shopify UK](#) This will help ensure you include all of the key and relevant information.