

Applied Business Preparation Work

It is expected you will complete the following tasks prior to starting the course.

Pick 2 businesses: one relatively small local business, the other a large global business.

For **each one** you need to complete a report of approx. 750 to 1000 words to cover the following information:

1. When they were founded
2. What they do, i.e. what are their key **products** and/or **services**?
3. What their **legal ownership** type is (e.g. partnership, PLC etc.)
4. Who their **target market** is and where they position themselves in the market, i.e. are they cheap and cheerful, mid-range or luxury?
5. Where they are located
6. Where they sell geographically, i.e. do they only in the UK or abroad?
7. Who their key **stakeholder** groups are (e.g. customers, employees)
8. Information on their **revenue** and **profit** (this may be tricky for the local one you have chosen, so if it is then perhaps look at the prices they charge)
9. Conduct a **SWOT analysis** on them
10. A judgement on how well they are performing given the impact of the pandemic

Note: the words in bold are key terms, it is important you know what these mean in order to complete the tasks. Make sure you source the information you find (copy the links to your research and put them in your reports).