

## **A Level Business Preparation Work**

### Task 1

Research the following business leaders:

- Jeff Bezos
- Ray Kroc
- Oprah Winfrey

For each one, find out the following information:

1. Date and country of birth
2. Their background, i.e. what qualifications, skills do they have, have they built a business from scratch?
3. How they have influenced the business world, which businesses have they run in the past to now? What do the businesses do and where are they located?
4. How successful have their business ventures been? How much were/are the businesses worth? Have any failed? If so, what lessons did they learn?

### Task 2

Open the link below to the online course companions:

<https://pfoa.sharepoint.com/sites/lst/business/sitepages/business%20a-level.aspx?RootFolder=%2Fsites%2Flst%2Fbusiness%2FBusiness%20Text%20Book%2FCourse%20Companions&FolderCTID=0x012000406F6D956A99914A92A63189C23D0047&View=%7B42C7E7A4%2D5308%2D44A9%2DA99A%2DEDECCD248E05%7D>

Open the Year 1 folder and read through sections 1 (Introduction to Business) and 2 (Forms of Business). Create a glossary of the key terms included in these sections.

Have a go at the interactive activities below to test your understanding:

<https://www.tutor2u.net/business/reference/what-is-business-impossible5-revision-activity>

<https://www.tutor2u.net/business/reference/3-1-what-is-business-key-word-chop-revision-activity>

### Task 3

Read the article 'The boss who put everyone on 70k' on the link below:

<https://www.bbc.co.uk/news/stories-51332811>

Consider the following:

1. Why does Dan Price think his decision was successful?
2. How are workers motivated at work? What else would motivate you to work harder other than more money?
3. What potential difficulties might the business face as a result of Dan's decision?
4. Should all businesses increase their workers' pay in order to get them to work harder?
5. What other things, aside from the workers, would a business leader need to consider in order to run their business successfully?

## Task 4

### **COVID-19 Report**

COVID-19 has impacted business greatly. We have seen many changes such as increased homeworking and a rise in online delivery methods. To what extent has COVID-19 had an impact on Amazon and a small business of your choice, e.g. the local restaurant, pub or café?

In your report you should:

- Create a SWOT analysis for both Amazon and the small business of your choice
  - Link to information on SWOT analysis – [CLICK HERE](#) and [HERE](#)
- Focus your work on 3 areas of your choice, each of these should be a subheading. Examples of these areas could be:
  - Supplier chain
  - Finance
  - Promotional activities
  - Product portfolio/product development
  - E-commerce
- Include one piece of research for each of the areas from above. All research should be sourced with date and time
- Decide the extent to which COVID-19 has impacted the businesses positively or negatively. Justify your decision