

Year 12 - Summer Bridging Project

Please email timclark@highfield.herts.sch.uk if you have any questions

Task 1 - PowerPoint - DON'T WORRY YOU WON'T BE PRESENTING!

You need to go and research 2 companies - both must be Public Limited Companies - PLC's. Put this information onto a PowerPoint presentation.

You could choose from the following PLC's – Cadburys, Ebay, Sainsburys, Tesco's, British Airways, Barclays, BT, Marks and Spencer, Vodaphone, Glaxosmithkline, Unilever, Whitbread.

1. Name of your chosen companies and a small amount of history about them.
2. What products or services do they offer?
3. What are their mission statements/goals/objectives?
4. Who is their target market and how is this different between the two companies?
5. How is their organisation set up? Their organisational chart e.g. Managing director etc?
6. What are their annual figures? E.g. sales turnover (you can access free accounts from http://ftcom.ar.wilink.com/asp/P002_search_ENG.asp)
7. If you cannot access the internet - you can contact the company as by the law they must send out their accounts
8. Compare and contrast all of their figures, - profits, revenue, costs etc
9. What are the share prices for each PLC? (put the date on when you accessed the share price)

Task 2 - Essay

Now evaluate your research - by writing the below comparative essay:

Justify which is the better PLC - from the two companies you chose to base your research on. (you must compare and contrast the similarities and differences of each company and make a decision based on your research) - you will need to **write at least 1,500 words.**

You will need to PRINT OUT BOTH documents (TASK 1 - PowerPoint slides and TASK 2 - Essay) and hand them both in to Mr Clark (Head of Business) on the first Year 12 business lesson in September 2020.

I have included a mark scheme for the essay and some helpful resources on the next page.

To answer the above essay in A level business you must follow the levels.

Level	Meaning of le	What you need to write about	Marks
1	Knowledge	You need to be able to define the key terms e.g. market research	0 - 4
2	Application	You need to state what the companies e.g target market, what product or services do they offer	5 - 8
3	Analysis	You need to be able to compare and contrast the different sections, e.g. target market, finance, the organisational structures ALWAYS THINK - what does this mean for the business?	9 - 16
4	Evaluation	This is the highest level to reach and the hardest! You have to make your own judgement and then justify it. Your opinion Why you have come to that conclusion What should the company do in the short term to remain successful What should do in the long term in relation to its success And what external factors should they consider and why e.g. rising unemployment - how could this affect your chosen business	17 - 25

Mark scheme

Grade	A	B	C	D	E	U
Mark	25 - 21	20 - 17	16 - 13	12 - 9	8 - 5	4 - 0

The text book for this course is -

Edexcel Business A Level Year 1: Including AS

Ian Marcouse, Andrew Hammond and Nigel Watson - ISBN - 9781471847769

Available from Amazon approximately £25.00.

Also *Business Studies* (2004, 3rd Edition) Hall, Jones and Raffo.

You might find the below website links helpful too:

<https://www.gov.uk/business-legal-structures/limited-company>

<http://www.investopedia.com/terms/p/plc.asp>

<http://www.businessstudiesonline.co.uk/live/>

<http://www.bbc.co.uk/news/business/>

<http://www.companieshouse.gov.uk/>

<http://www.bbc.co.uk/schools/gcsebitesize/business/aims/limitedcompaniesrev3.shtml>