



A Level Business Studies Preliminary Study YEAR 12



Your Task:

Complete the maths skills booklet and then research either Amazon, Virgin Atlantic or Tesla and complete the following:

You must include (Grade E to D):

- An explanation of the entrepreneur who started the business including why they started the business and their skills and qualities.
- An explanation of the business including when it was established, who owns them now, how they have grown, the types of products/services that they offer.
- An explanation of the external factors that have affected the success of the business over the past 5 years e.g. pandemic, inflation, Brexit, net carbon zero, fuel crisis etc.

You should include (Grade C):

- An analysis of how influential the entrepreneur has been to the success of the business.
- An analysis of how the business has legally protected its ideas/products.
- An analysis of how the business has been impacted by the external factors.

You could include (Grade B to A):

- An evaluation of why you believe the business is successful or unsuccessful.
- An evaluation of the importance of the brand image to the business.
- Recommendations as to how you believe the business should move forward in the current business climate.

Assessment:

You will be required to produce a case study of at least two pages long. This information will be used during the lessons in September resulting in an initial assessment.

Useful Textbook

- Marcoué I, Hammond A and Watson N; *AQA Business for A Level*; Hodder Education; ISBN 978471835698

Useful Website

- <https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132>
- www.senecalearning.com or www.tutor2u.net