



A Level Business Studies **Year 12 Transition Project** **September 2026**

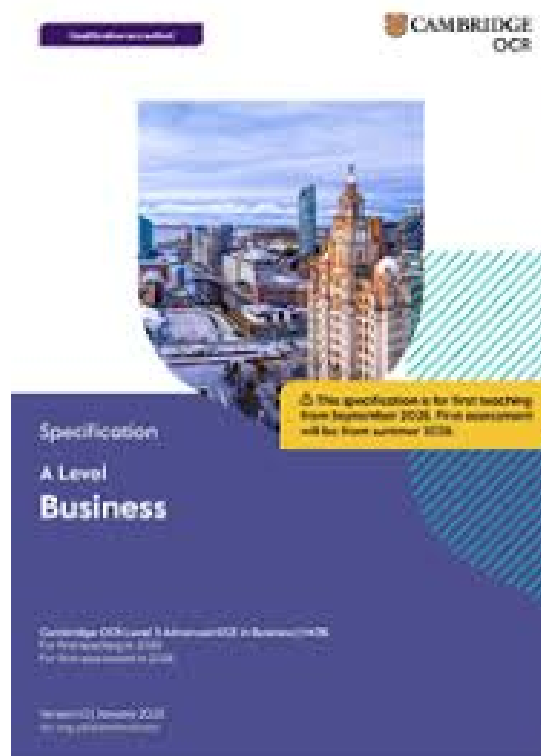
‘You are either going to work for a business or own one’.



Welcome to A Level Business Studies! You have made the right choice obviously because you are joining my team. Over the next two years you will be studying Businesses in detail.

After all, '***you are either going to work for a business or own one***' our course revolves around this statement.

This is the book you are going to use for the course.



We would like you to undertake some research about a business of your choice. Choose a business that you are interested in- it keeps you motivated! Try to use a large business as there will be more information available for you. (but you don't have to)

Task

Create a power point and make it look professional using appropriate images and logos etc. Please answer this question

How has social media impacted on your chosen business?

You must include the following.

- ☐ Title page with your name and what you intend to research.
- ☐ Background information about your chosen business (not cut and pasted from the internet)
- ☐ What is the type of ownership of the business? Explain why?
- ☐ What are the objectives of the business? Long and short term
- ☐ Who are the stakeholders of your business? Who are they? Why are they important?
- ☐ What products/services do they offer? How is the market segmented?
- ☐ Who is their target market and why?
- ☐ What marketing does your business use and why?
- ☐ What external influences impact your business?
- ☐ How do they meet their customer needs?
- ☐ What countries does your business trade with and why?
- ☐ A summary of your opinion of the business in detail

Discuss this project with family members they might work for a business you could use in your research. Do you work for a business? Think about businesses you use like TikTok, Snapchat, EE, New Look or JD Sports? You decide just choose businesses that will keep you interested.

Let's see what you can do- be creative and make your work look professional.
Bring it in on your first Business Studies Lesson.

If you need any further clarification on any of the tasks just email me.

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Regards

Mrs Mahal

Head of Business and Criminology