

Induction Business A level phase 2
2021
Deadline 14th July

Please email replies to sml@Hardenhuish.wilts.sch.uk

Phase 2 Task 1 A business investigation

Choose a business large (Private (ltd) or Public limited company (plc)) or small (sole trader or partnership) and investigate.

Guidance: Either a PowerPoint or Word document using the headings below. Maximum 1000 words.

1. Product and or service based
2. Who owns it and the history of ownership
3. The size (by any or all of Revenue, market share, employees etc.)
4. Where does it operate? (UK and or abroad)
5. Examples of products and/or services
6. Who are its competitors and are they bigger or smaller?
7. How do customers rate them? (on-line feedback for products etc?)
8. Something that makes them different



Extension task: Visit the London Stock Exchange.

Choose

<https://www.londonstockexchange.com/home/homepage.htm>

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Guidance:

Choose FTSE 100 (underlined)

Study the price movements of the FTSE 100 companies over the past three years. Produce a 200 word analysis that explains what has happened to the value of the top 100 listed companies since 2017.

