**Business A-Level Optional Summer Work**

**Objective:**
This task aims to introduce students to real-world business analysis. You will research a company of your choice, analyse its key business elements, and reflect on how these relate to the concepts you will study in Year 12.

**Task Breakdown:**

1. **Choose a Company:**
	* Pick a company that you are either interested in or one that operates in an industry you find intriguing. It could be a multinational corporation, a local business, or even a startup.
	* Examples of companies: Tesla, Coca-Cola, Apple, a local coffee shop, or an e-commerce brand like ASOS or Shopify.
2. **Research and Answer These Questions:**
	* **Company Overview:**
		+ What does the company do? (Type of products/services it offers)
		+ Where is it based and where does it operate?
	* **Business Model:**
		+ How does the company make money? (e.g., product sales, subscription services, advertising)
	* **Target Market:**
		+ Who are the company’s customers? (e.g., age group, income level, geographic location)
		+ What need or problem does the company address for its customers?
	* **Competitive Advantage:**
		+ What makes this company stand out from its competitors? (e.g., innovation, brand loyalty, cost leadership, quality)
	* **External Factors:**
		+ How do external factors like the economy, technology, or political issues affect this company? (Give an example of a recent news event that impacted the company)
	* **Corporate Social Responsibility (CSR):**
		+ Does the company engage in any corporate social responsibility (CSR) activities? (e.g., sustainability efforts, charity work, ethical sourcing)
		+ How important do you think CSR is for businesses today?
3. **Reflection (Optional but Encouraged):**
	* Based on your research, do you think this company would be successful in the future? Why or why not?
	* Which business concepts from your upcoming course (e.g., marketing, operations, HR) do you think are most relevant to this company? How will they help you understand its success or challenges?

**Submission Format:**

* A 1-2 page written response (either typed or handwritten) summarizing your research and answers to the questions.
* Feel free to include images, charts, or diagrams if they help explain your points.

**Assessment Criteria:**

* **Clarity & Structure**: How clearly have you answered the questions? Have you structured your response logically?
* **Depth of Research**: How well did you explore and research the company? Are the examples relevant and insightful?
* **Critical Thinking**: How well did you connect your research to business concepts you may study in the future? Did you offer thoughtful reflections on the company’s future?

**Why This Task?**

This task is designed to give you a taste of the business concepts you will explore in Year 12 and show you how real businesses operate in the world.