**Level 3 Business – OCR Cambridge Technical - Extended Certificate**

Welcome to Level 3 Business! You may not have done Business at GCSE or Level 2 but this bridging work will give you the opportunity to understand some of the concepts, skills and key vocabulary which will form the basis of your level 3 course. There are 2 main tasks that you need to do and they will require both research and analytical skills – it is no good just finding out the information, you then need to do something with it, from analysing effects to applying it to a specific scenario.

Please upload the work to Team. If you have any issues, please email Mrs Darvell; [Joanna.Darvell@northoxfordshire-academy.org](mailto:Joanna.Darvell@northoxfordshire-academy.org)

You will study three mandatory topics as follows:

**Unit 4: Customer and Communication 20% Coursework** -February year 12

**Unit 1: The Business Environment 40% Exam -**July year 12

**Unit 2: Working in Business 20% Exam** – January year 13

AND two optional topics as follows:

**Unit 5: Marketing and Market Research 20% coursework** –February year 13

**Unit 20: Business Events 20% coursework** – April year 13

**Websites that might be useful:**

<https://www.twoteachers.co.uk/>

<https://www.tutor2u.net/business>

<https://www.youtube.com/@Bizconsesh>

**ALL 3 TASKS MUST BE HANDED IN ON YOUR FIRST BUSINESS LESSON**

**Task 1 – Complete the key terms grid below**

|  |  |
| --- | --- |
| Market research |  |
| Strategy |  |
| Competitor |  |
| Customer |  |
| Consumer |  |
| Supplier |  |
| Profit |  |
| Product |  |
| Service |  |
| Want |  |
| Need |  |
| Market share |  |
| Promotion |  |
| Sole Trader |  |
| Partnership |  |
| Private Limited Company |  |
| Public Limited Company |  |
| Franchise |  |

**Task 2**

Although you have not done Business before, please do remember that all of you interact with businesses on a daily basis – NOA is a business, Tesco’s is a business, your mobile phone provider and Amazon are all businesses – so you have lots of experience as a consumer that can be useful for this course and for this task.

One of the units we cover is ‘Customers and Communications’ which is about the management and delivery of Customer Service. For this initial task I would like you to pick one of the below businesses:

1. Tesco PLC
2. Nike Ltd
3. Amazon
4. Costa Coffee

1. Research a business (from the 4 above) and write a short STATEMENT on what the company does, what type of business it is (ie supermarket), who 2 of their main competitors would be (Example: Nike competitors include Adidas) and 1 way that your business differentiates itself from their competitors.

2. Investigate the website of your chosen business and write a REPORT, as a potential customer, of your findings:

a) describe what the website is like and your first impressions. You need to describe what you see on the Home page first and then go onto one of the tabs and do a description of a further page of your choosing

b) you need to explain the relevance of the types/quality/relevance of images and words used on these pages

c) then analyse whether you, as a potential customer, feel that that this website is easy to navigate around, how easy/difficult it is to find the products/services they offer

d) Find the level of customer support they provide and evaluate whether you feel this is adequate, what you would be expecting from this type of company or whether you, as a customer, were left unimpressed and why this was so.

e) Recommend (and justify) 1 way that you feel the website can be improved (be detailed) explaining why this would be useful; plus, 1 way that you think they could improve their customer service and why what you suggest will be an improvement.

3. You are now going to look at the websites of 2 competitors of your chosen business (that you mentioned in part 1). You now need to do a COMPARISON between these websites and the website that you looked at early. Be detailed as to what the competitors might do better/worse (for example, do they use lower quality images that make the website look more unprofessional etc)

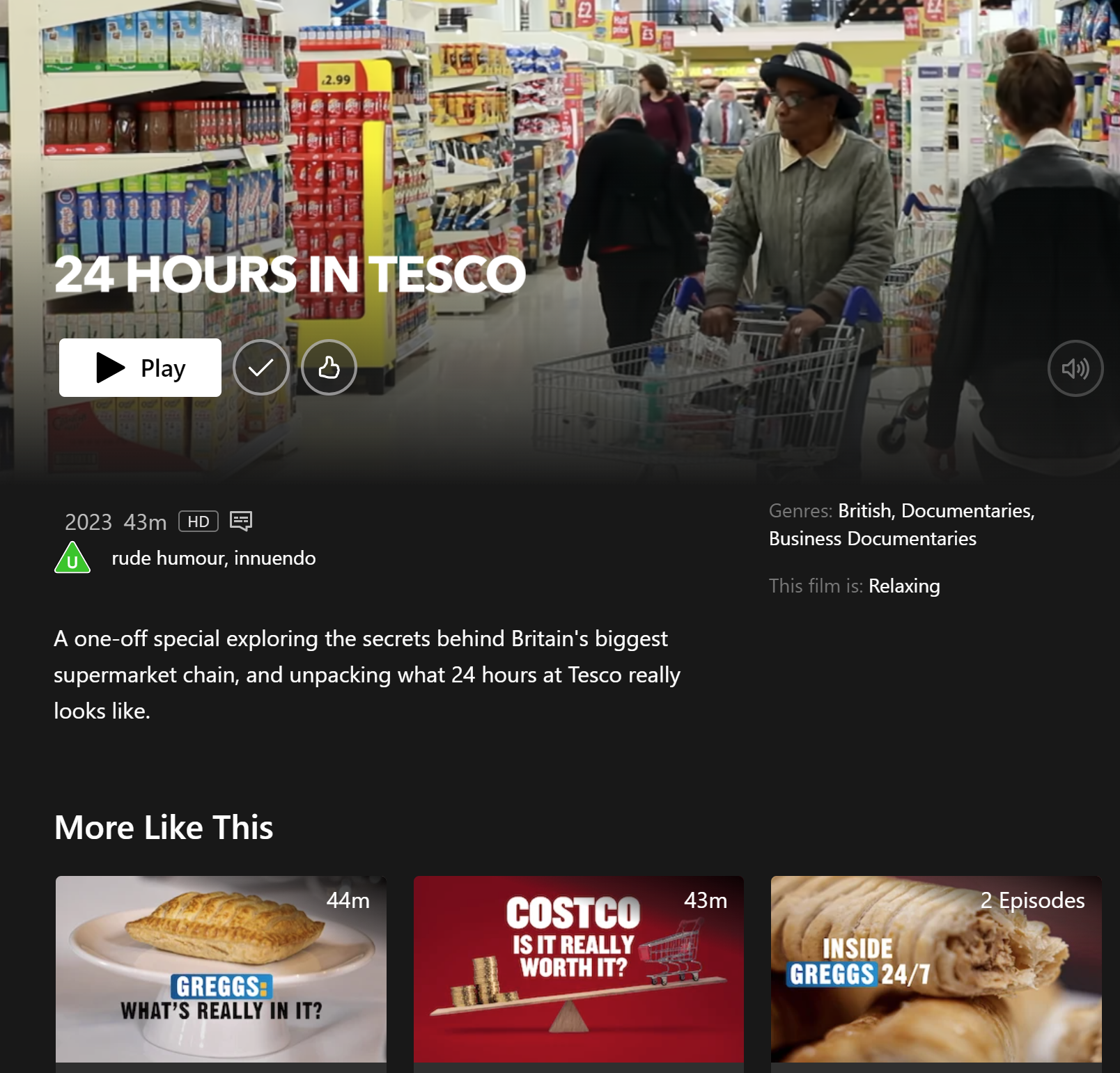
**For STRETCH AND CHALLENGE: please include how the business reacted to the Coronavirus pandemic – what did they put in place to support staff and customers. Advantages/disadvantages of doing this for the business.**

***This must be 1 A4 sheet and include research of 3 websites referenced.***

**Task 3 – Watch the documentary on Netflix “24 hours in Tesco” and answer the questions**



*You may need to pause and rewatch sections to answer the below questions.*



1. What does Tesco’s strategy of “high volume, low profit” mean?

Why does it make them so successful?

2. How does their delivery service give them “the edge when fighting off competition”?

3. Why do Tesco want you to “shop for everything” in their store? How does that impact their success?

4. What market share do they hold?

5.Why is market research so important to Tesco?

6.Name 3 ways they complete market research?

7. Why do Tesco have a Clubcard? What are the benefits to the business?

Benefit 1:

Reasoning:

Benefit 2:

Reasoning:

8. What allows Tesco’s to offer so many products in comparison to other competitors?

9. What is Whoosh? Why are they offering this service?