



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

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 8 Human Resources 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:

- A) Tesco PLC
- B) Nike Ltd
- C) Amazon
- D) 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 Aldi” and make notes

The Netflix logo is displayed in a bold, red, sans-serif font. The word "NETFLIX" is centered within a black rectangular box.

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

Make notes on the key elements you find out about Tesco

- Their strategies
- Their marketing
- Any other information that would be useful to know about Aldi