

Level 3 Business – OCR Cambridge Technicals - Extended Certificate

Welcome to Level 3 Business! You will 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 email both pieces of work to Mrs Thorne
joanne.thorne@northoxfordshire-academy.org

THIS IS TO BE HANDED IN ON YOUR FIRST BUSINESS LESSON

Task 1 – (5 hours)

Will be marked out of 22 – will include 3 marks for stretch + 2 marks for structure

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)

Your FINAL REPORT should include the statement (from part 1) as the introduction, part 2 becomes the body of the report and part 3 comparison will be your conclusion.

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.

The 4 website links are as below:

<https://www.tesco.com/>

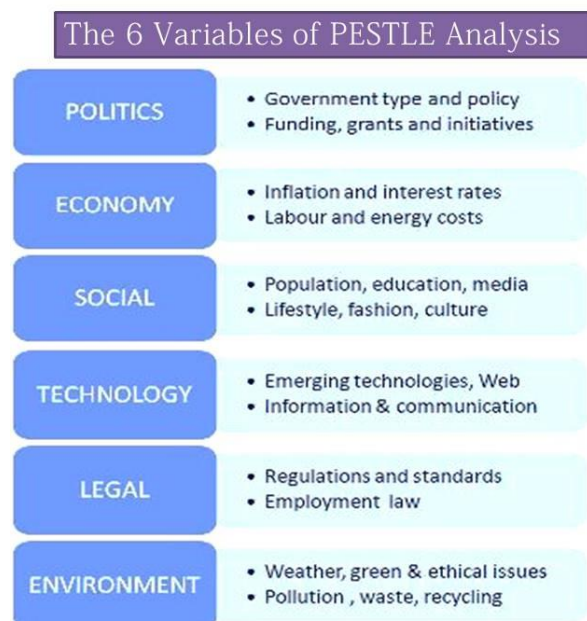
<https://www.nike.com/gb/>

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

Task 2 – (10 hours)

Will be marked out of 20 – will include 4 marks for stretch + 3 marks for structure

This task is about your ability to research, analyse and evaluate what you have researched and then be able to make appropriate judgements. All businesses are affected by external influences that are beyond their control. These are called PESTEL factors:



For purposes of this task, for which you be writing a 2000 word essay, **YOU HAVE A CHOICE** of looking at either the impacts of Technological factors or environmental factors on retail businesses.

Impacts of Technology Task:

You will be writing a 2,000 word essay on the impacts of technology on retail businesses, in particular supermarkets. You should add appropriate images too. Below are some of the areas that you can research so that your essay can be detailed, but you can add others:

- Robotics (particularly look at how used in warehouses)
- Scan and Go technology
- On-line shopping

The structure of your essay needs to be as follows:

1. INTRODUCTION – in your intro tell me what you are going to talk about and why supermarkets need to keep abreast of what technological advancements are happening.
2. DESCRIBE - what each of these new technologies is and what it does
3. EXPLAIN - how this technology will impact on the supermarkets (in either a negative or positive way) including how the supermarkets could use this as an opportunity to gain more customers.
4. ANALYSE – the advantages and disadvantages of one of the above technologies for a company like Tesco
5. RECOMMEND – which of the above technologies do you think will be good for supermarkets and why
or
For STRETCH AND CHALLENGE: EVALUATE – which of the above technologies do you think will help revolutionise the way we, as customers, interact with supermarkets and explain your reasoning.

Websites that might be useful:

<https://youtu.be/NrmMk1Myrxc>

<https://youtu.be/TUx-ljgB-5Q>

<https://www.dailymail.co.uk/sciencetech/article-5897599/Britains-Tesco-tests-checkout-free-shopping.html>

OR

you can do the alternative essay...

Impacts of Environment Task:

If you would rather look at the environmental impacts than technology, do this one instead. Again, you will be writing a 2,000 word essay but instead it will be on the impacts of the environment on retail businesses, in particular supermarkets. You should add appropriate images too. Below are some of the areas that you can research so that your essay can be detailed, but you can add others:

- Governments net-zero plastics target for 2050
- Trend for greener and more ethically produced products
- Recycling initiatives

The structure of your essay needs to be as follows:

1. INTRODUCTION – in your intro tell me what you are going to talk about and why supermarkets need to keep abreast of what the government and trends are around protecting our environment
2. DESCRIBE - what each of these environmental campaigns are about and why they are important
3. EXPLAIN - how 1 supermarket is changing their practices and how customers will view this.
4. ANALYSE – the advantages and disadvantages of a company like Tesco for meeting this government target
5. RECOMMEND – which of the above you think will be good for supermarkets to follow and why this will be good for them.

or

For STRETCH AND CHALLENGE: EVALUATE – which of the above, if followed, do you think will help change our perceptions of supermarkets and how it will change the way we shop.

Websites that might be useful:

<https://www.gov.uk/government/news/uk-to-lead-global-innovation-in-sustainable-plastics-in-drive-to-net-zero>

<https://www.independent.co.uk/life-style/food-and-drink/sainsburys-net-zero-carbon-emissions-environment-climate-crisis-plastic-packaging-a9305306.html>

<https://www.bbc.co.uk/news/uk-england-oxfordshire-49183051>

<https://www.fairtrade.org.uk/What-is-Fairtrade>