A-Level Business Studies

Summer assignment:

Choose a business that you are going to track and research over the summer break. Use a current business e.g. Apple/Amazon/Sports direct/Argos etc.

You are expected to conduct some in-depth research on your chosen business.

Write a report and highlight the following:

- When was the business established?
- What is the legal structure/ownership of the business?
- What is the value of the shares in that business – have they changed in recent times?
- Who is the leader of the business and has this changed in recent times?
- Where is the business located?
- How many store/offices does it have and where are the located?
- What does the business produce?
- Who is the target market for that business?
- Who are the stakeholders of that business?
- What external and internal factors have had an impact on that business recently? (Past 5ish years)

This is to be handed in for your first lesson in September.