[](http://www.hestoncommunityschool.co.uk/)

**Induction Pack Summer 2025**

Task 1

AO1: As part of an independent learner, you need to come to lessons prepared, make notes on the following topics- these topics will help you for your amplitude test in September.

A level Business Specification

<https://qualifications.pearson.com/content/dam/pdf/A%20Level/Business%20Studies/2015/specification-and-sample-assessment-materials/9781446914694_GCE2015_A_BUS_WEB.PDF>

* Break- Even (2.2.3)
* Entrepreneur Motives (1.5.2)
* Different production methods (2.4.1)
* Profit, Cost and Revenue (2.2.2 & 2.3.1)

Task 2

http://img.hexus.net/v2/lifestyle/logos/tesco_logo_c.gif

What are Tesco's aims (outline at least 4)

|  |
| --- |
|  |

Explain why Tesco might have these aims for itself

1.

2.

Carry out research to determine how Tesco's aims are different from those of Sainsbury's and Waitrose even though they are in the same industry

|  |  |
| --- | --- |
| Sainsbury's aims | Waitrose aims (John Lewis Partnership) |
| Aim 1  Aim 2  Aim 3 | Aim 1  Aim 2  Aim 3 |
| Provide a brief explanation why these 3 business organisations have different aims. Use complete sentences that have been well thought through and constructed.  E.g. – Tesco will set itself different targets to Waitrose because it is in a different financial situation. This is because Tesco has………………….. This means that they will ………………………………… | |

Task 3

Business News over the Summer

A’ level Business Studies students are strongly encouraged to keep up to date with current affairs in the world of business and economics. This summer you should follow a news story concerning business that is engaging, topical and lively. Some recommendations are:

* BREXIT and the problems it presents from a global perspective and the impact on trade within the Eurozone
* The new opportunities British businesses could have as we forge new trade deals with emerging economies
* Alternatively, choose your own!

Write a commentary about what happened- starting (as much as you can) at the beginning, and showing how events unfold.

You will develop your research skills as you will have to be selective- we will not accept work that is copied and pasted.

At the end, write about what you think are the future implications (consequences) for the business concerned and other businesses- what do you think should happen next, as a result of your investigation?

You have to justify (support) your recommendations.

You can choose how to present your findings- it can be in the form of a written report, a PowerPoint presentation or a short video. You will monitor the story in the autumn and be expected to add to how the story develops.

This must be ready to share at the start of your first Business Studies lesson in September. You will be assessed by your classmates who will grade you using a grade sheet and who will ask questions to test your understanding at the end.

Task 4

Market share calculations

Students preparing for Business Studies need to be ready to calculate and interpret data that relates to the size and growth of a market and to the market shares achieved by competitors in the market.

The exam may include information which enables these calculations to be performed - indeed the questions may require students to undertake such calculations. Students might also be required to use market-related data to calculate a firm's revenues as part of a profit or breakeven calculation.

Please see below the formulae that you need to know and provided some examples of how to use them.

|  |  |  |
| --- | --- | --- |
| Calculating Market Size (per period) |  |  |
| Example: Method 1 |  |  |
| Number of units sold in market (per period) | Units | 100,000 |
| Average selling price (£) in market | SP | £15.00 |
| Market size = (Unit x SP) | MSize | £1,500,000 |
| Example: Method 2 |  |  |
| Firm's revenues (per period) | Revs | £250,000 |
| Market Share (%) | MShare | 5.0% |
| Market size = (Revs / Market Share) | MSize | £5,000,000 |
|  |  |  |
| Calculating a Firm's Revenues |  |  |
| Example: Method 1 |  |  |
| Number of units sold (qty) in period | Units | 5,000 |
| Average selling price (£) | SP | £20 |
| Firm's Sales Revenue = | Revs | £100,000 |
|  |  |  |
| Example: Method 2 |  |  |
| Market size (£) | MSize | £2,000,000 |
| Firm's Market share (%) | MShare | 5.0% |
| Firm's Sales Revenue = MSize x MShare | Revs | £100,000 |
|  |  |  |
| Calculating the Market Growth Rate (%) |  |  |
|  |  |  |
| Example: |  |  |
| Market Size (£) This Year (Y1) | Y1 | £4,600,000 |
| Market Size (£) Last Year (Y0) | Y0 | £4,200,000 |
| Change in Market Size (£) (Y1 - Y0) |  | £400,000 |
| Percentage Change (%) = (Y1 - Y0)/Y0 |  | 9.5% |

Using the information above now calculate the following.

Question 1: Sweets

If there are 3 firms in a confectionary market and market size is £2m

Firm A sells £526,000, Firm B sells £497,000, Firm C sells ???

What value of goods does Firm C sell in this market?

1. Calculate the Market share for each of the 3 firms.
2. Is there a market dominator or a market leader in the market? Which firm is it?
3. If the confectionary market is expected to shrink by 2% next year, what size will it be?

Question 2: Barbie

Worldwide, Barbie sales are around £2.3 billion per year, and £150 million in the UK alone – according to Mattel, Barbie’s owner.

1. What’s the UK market share?
2. What is the size of the European market according to the diagram?
3. Calculate the size of each country’s Barbie sales for 2003!



Question 3: Innocent Smoothies

**Consumers** have turned smoothies into a stunning drinks success story, according to a new report from **market researcher** Mintel. Demand for smoothies – made from crushed fruit and vegetables – has exploded in the last five years. In 2001, it was £6.3 million and has risen by 523%. Growth is expected to be 31% in 2008.

1. What is the market size in 2006?
2. In 2006, smoothies market value increased by 513% to what size now?