

Business A Level and Cambridge Technical

Subject level	Level 3 Business
What if I need help? (Teacher contacts)	Stephen Harrison
Estimated time required to complete activity	3 hours
Resources required: <ul style="list-style-type: none"> • Podcast • Vodcast • Website(s) • Books • Video 	Pen and paper Internet access
Assignment details	<p>TASK 1: Business research report</p> <div data-bbox="523 1323 1139 1843" style="border: 1px solid black; padding: 10px; margin: 10px 0;"> </div> <div data-bbox="1193 1498 1449 1753" style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p>Here are some examples of successful businesses you should have heard of.</p> </div> <p>Research two of these businesses and complete the table. For every website, book, magazine, film etc that you use, please add the link or name under the heading 'Bibliography'.</p> <p>Use a variety of online sources of information like the company's own website and news articles. Avoid Wikipedia.</p>

Question	Business 1	Business 2
What is the business's main purpose?		
Do they sell a product or provide a service?		
What size are they? (Number of staff and profit)		
Are they public sector or private sector? How do you know?		
What is their scope? Local? Regional? National? International? Global? Evidence?		
Are they a primary, secondary, tertiary, or quaternary industry?		
Who are their main competitors?		

TASK 2: Stakeholders

1 - A stakeholder is someone who has an interest in a business.

For example: -

- Customers
- Employees
- Managers
- Suppliers
- Local community
- Government
- Pressure groups

2 - Different stakeholders will have different objectives. For example, a customer's main objective could be to buy a high-quality product at an affordable price. However, the owner might want to maximise profitability.

For each stakeholder in column 1 identify a stakeholder where conflict may arise in column 2. Explain the potential conflict in column 3. Do not just reverse arguments, so the same 2 cannot be paired together twice, and try to include variety.

Stakeholder 1	Stakeholder 2	Potential conflict
Employees		
Customers		
Shareholders		
Local community		
Mangers		

3 – Read this article - <https://www.independent.co.uk/life-style/food-and-drink/irn-bru-full-sugar-1901-b1820667.html>

What does this story tell us about stakeholders and their influence?

How do I extend my learning?

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