



Pre-course task

Welcome to Cambridge Technicals in Business! Before you join us in September, we would like you to complete the following pre-course task.

Purpose:

- To develop a case study about a well-known business which you will use within Unit 1 The business environment.

Task:

1. Choose a business to investigate. You could choose to research Tesco, Asda, Ford, New Look, Costa, Wetherspoons, Dorset Council – or any other business that you are interested in.
2. Find out the following information:
 - a. What their purpose is (e.g. providing goods, providing services).
 - b. What their core business is (e.g. grocery retailer).
 - c. What they aim to achieve (e.g. profit, helping the environment, providing a top-quality service, expansion).
 - d. How many employees they have
 - e. How many outlets (shops) they have.
 - f. How much profit (if applicable) they made last year.
 - g. What their target market is (e.g. what types of people would the products of the business appeal to).
 - h. How technology (e.g. internet, different methods of payment) has changed the way that the business provides their goods/services.
 - i. Have there been any negative stories about the business in the media? – if so, what were the problems?

Outcome:

- A printed Word document plus an electronic file which you will save into your Unit 1 folder. Bring your printed Word document with you to your first lesson.

Annabelle Caldwell
acaldwell@budmouth-aspirations.org

Angie Davies
adavies@budmouth-aspirations.org
