

Summer Bridging Project 2026



Subject: **A-Level Business**

Exam Board: **AQA**



Welcome to A-level Business. We are delighted that you are considering A-level Business as an option in Year 12. To demonstrate your commitment to the course and to prepare you for September, you must complete the following tasks to the best of your ability. These tasks are compulsory and must be completed prior to your first Business lesson in Year 12. You will then hand them in to one of your Business teachers.

We expect you spend at least 5 hours completing the tasks outlined in this pack. The activities have been designed to help you begin to develop some of the key skills you will need for A-level Business.

Learning Objectives:

- To develop a basic understanding of the kinds of areas that Business investigates and to give you a basis for discussion in your first lesson in September
- To use the internet and other sources of information to help complete a range of tasks
- To start to develop evaluation skills which will be vital in A Level Business

Contacts for Support:

Miss Newnes- c.newnes@alleynes.staffs.sch.uk

Mrs Chadwick- a.chadwick@alleynes.staffs.sch.uk

Miss Birch- d.birch@alleynes.staffs.sch.uk

What is Business?



Everything in life involves Business. Think about that new item of clothing you bought last week and then think of what businesses made it possible for you to be wearing it right now? The obvious ones are the **SHOP** you bought it from or the **FACTORY** that made it, but what about the cotton grower, the label maker, the delivery company, the bank that loaned them the finances, etc. Thinking about all the processes involved and the people helps you to understand what studying Business is all about. Business is a major part of everyone's life and impacts us daily:

- the education and health care we receive
- the food that we consume
- the clothes that we wear

Task 1: What is Business?

Read the following ten statements and write down your own answers to them. Try to explain why you have given the answer you have. You can use your own knowledge, personal opinions or experiences to help support your answers.

1. What is the difference between the private sector and the public sector? Explain.

2. What is the difference between cash and profit, and why is cash so important to a business? Explain.

3. Why is important for businesses to set themselves objectives? Explain.

4. Where could businesses get their finance from to set up and operate? Explain.

5. Why are more businesses operating online (e-commerce/m-commerce)?

6. What qualities and skills make a good leader and why?

7. How does technology make a business' operations more efficient? Explain your point.

8. Why are staff vital to a business? When may staff not be the most important resource?

9. How can businesses find out about the needs and wants of their customers? Explain 2 different ways.

10. Why can a company like McDonalds promote itself using different techniques than a local restaurant? Explain.

Every business needs to understand what is going on around it and identify the factors that can affect how it operates, and whether it succeeds or fails. They will conduct a **‘PESTLE’** analysis as this helps them to develop strategies to react to these external factors. **PESTLE** stands for:



4. Using the points you highlighted in your **PESTLE** analysis, how will your business and the way it operates be affected?

Political	
Economic	
Social	
Technological	
Legal	
Environmental	



Task 3: Preparing to Evaluate...

A key skill that you need to develop as a successful Business student is the ability to **EVALUATE**.

You will need to weigh up the strengths and weaknesses of something and be able to make judgements and decisions about what should or shouldn't be done to achieve a business's objectives in the short and long term.

You can also research the answers on the internet.

1. What does the term 'entrepreneur' mean and who founded Innocent?

2. What evidence is there that suggests Innocent a great company to work for?

3. How long is Innocent's induction training and what does it involve?

4. Why are 'freedom' and 'communication' so important to Innocent's success?

5. What do you think are the main reasons for Innocent's success? Explain your answer.

Getting creative

Innovation is an essential part of a business's success. New product development will enable a business like Innocent to meet changing customer needs and tastes, so now it's time to get your thinking cap on. Use the space below to design a potential **NEW** idea for Innocent. It could be a new flavour smoothie or meal, or something completely different. Be sure to label your design/ingredients!



Your idea:

6. Why might your idea prove successful if Innocent decided to use and launch it onto the market? Explain fully.

Task 4: Practising Exam Technique...

Exam technique is vital when studying A-Level Business. You have been used to 12-mark questions, now let's do a 15 Mark Question:

Source B: Netflix

Netflix is one of the world's leading entertainment services. It employs around 13 000 people. The company has over 430 million shares. It has never paid a dividend. It has more than 247 million paid memberships in over 190 countries. Members enjoy TV series, films and games across a wide variety of genres and in over 30 languages. Members can play, pause and resume watching Netflix's content as much as they want: anytime and anywhere. Netflix's competitors include Disney+, Amazon Prime, HBO and Paramount.

The use of advanced digital technology affects all aspects of Netflix's operations. For example, it:

- enables the smooth streaming of content
- adjusts the quality of the video for the platform it is viewed on
- enables the production of high-quality content
- enhances users' experience on the Netflix site through features such as efficient search functions and personalised recommendations of content.

Netflix aims for diversity in its workforce. Its employees are paid top rates for what they do. Netflix claims it has a unique culture. Netflix's leaders highlight the importance of collaboration and creativity. 3% of Netflix employees work remotely compared to a national average of 14%. There are very few rules at the business because Netflix trusts employees to make the right choices. Employees are empowered and given the freedom to decide what to do and delegation is high but, in return, must take responsibility for their actions. The company expects employees to be high performers and excellent team players. Underperformers are asked to leave. For every significant decision, Netflix identifies an "informed captain of the ship". This person is an expert in their area and is responsible for listening to other people's views and then making a judgment call on the right way forward.

0 2 . **5** Evaluate **two** ways Netflix could increase employees' motivation and recommend which **one** it should choose.

[15 marks]

To answer this question, you need to use PeCan Pie x2 and an AJIM.

You're used to PeCan and AJIM, you just need to work on the Pie.

Pie stands for point included evaluation. So, once you have created your PeCan (using 3 jumps like at GCSE) you need to evaluate your point. Evaluation means discussing both sides of an issue.

Therefore, we recommend your Pie section starts with:

- However, this may not always be the case...
- However, this depends on...

These are clear sentence starters to help you get started with your Pie. Again, similar to your CAN paragraph, you need 3 jumps in your Pie (which means that, this could lead to, the effect of this is).

There is a plan below, then have a go at writing a 25-mark answer. I've added in some tips to get your started!

Pe- One way Netflix could improve employee motivation is..... This is because...

CAn- which means that, this could lead to, the effect of this is (*whilst fully incorporating the case study*)

Pie- However this is not always the case... (you need to argue against what you've just said about a form of motivation)

Pe- Another way Netflix could improve employee motivation is.... This is because...

CAn- which means that, this could lead to, the effect of this is (*whilst fully incorporating the case study*)

Pie- However this is not always the case, as ... (this would then be a reason why the method you've just suggested, wouldn't work at Netflix).

A- Answer the question (it is important you are actually using the words from the question to form your answer).

J- Justify why you have said this

I- It depends on

M- Most important reason for your answer.

Task 5: Presenting...a Business in the Real World

You are to create a 5-minute presentation on a chosen business. This can be ANY business. Make it look nice, include pictures, facts etc. In your presentation, you need to include:

- The name of your business
- The ownership structures
- The aims and objectives
- The stakeholders
- Information on management and leadership
- Market segment/ target market
- About the Marketing mix (product, price, place, promotion)
- Operational information (type of production, quality checking)
- Importance of predicting financial information for your business
- Any financial information you can find (costs, revenue, profit)
- Recruitment and selection process

Good luck 😊 If you need any help, please email any of the teachers listed on the first page.

This bridging project is due in the first week back in September. Please hand this to your teacher to look through. Once you know who your teachers are, you will need to email them your presentation, you will carry these out within the first 2 weeks.