

# A level Business Studies

## Summer Work

Course Specification: AQA 7131

<https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132>



### Research Theme: Businesses & Social Networking

Your summer project is for you to carry out your own independent research into at least **2 industries & 2 businesses in each industry**.

Examples of possible industries:

- Supermarkets – Tesco, Asda, Waitrose, Co-op, Lidl
- Car manufacturer – Nissan, BMW, Ford, Mercedes, Honda, Toyota,
- Airlines – Virgin, BA, Easyjet, Ryanair, American Airlines, Delta, Continental, Alitalia
- Mobile phones – Apple, Blackberry, Nokia, HTC, Samsung, Motorola
- Retail/Fashion – M&S, Top Shop, SuperDry, Amazon, Debenhams, ASOS, New Look, Primark
- High End fashion – Burberry, Stella McCartney, Aquascutum, Alexander McQueen, Vivienne Westwood, Loakes,
- Banks – Lloyds, Royal Bank of Scotland, HSBC, Santander
- Food Manufacturers – Innocent, Coca cola, Walkers, Cadburys, Pepsi, Kraft

You are strongly recommended to research different organisations and industries and to compare and contrast how they use social networking and technology in their businesses. Please ensure you bring your work to your first Business lesson week beginning Monday 10 September. If you need any help with the tasks please see Ms Powell at the start of term.

In your research on businesses and technology produce at **least a PAGE of work** on each of these areas:

- A background of each of the four businesses
  - o When were they established?
  - o Where do they operate?
  - o What are their aims and objectives?
- Create a summary page to show that you are aware of the structure of the industries that you have chosen to research. Investigate...
  - o What is the market share between the main players– who are the dominant businesses?
  - o How big is the turnover of some of the businesses for the last few years?
  - o Which countries are these business' HQ based in?
  - o Provide examples of what the businesses sell/manufacture
- Provide examples of social networking methods that are being used by businesses within the industries.
  - o Compare the methods that the businesses use and explain why you think they use different methods.

#### Research ideas:

- Go to the company websites
- BBC Click
- Tutor 2u [www.tutor2u.net](http://www.tutor2u.net)
- Newspapers on line business sections e.g. <http://www.guardian.co.uk/business>

