

Subject	Suggested Activities in Preparation for Year 12
Business	<p>TASK 1 Access Seneca Learning online, go to Business: Edexcel A Level, and choose and work through topics related to Theme 1: Marketing and People, 1.1 Meeting customer needs.</p> <p>TASK 2 If you HAVE studied GCSE Business, then open and complete the CHALLENGE Business task found in the separate link on the Fairfax website.</p> <p>If you have NOT studied GCSE Business, complete the instructions below:</p> <p>FIRST: Find two recent Business articles that you find interesting, one on a UK based business and the other on a business that operates in another country. Summarise each article in 50 words. Include a link to the article you are summarising. Examples: Google, Amazon, Tesla, ASOS, airlines, retailing etc.</p> <p>AND THEN: Successful entrepreneurs all have one thing in common: they have had an idea or spotted an opportunity to fill a gap in the market and provide consumers with what they want. Martyn Dawes is a great example of this entrepreneurial ability. He recognised the growth of the market for coffee and set up Coffee Nation, a company that placed vending machines in motorway service stations and similar sites that sold high-quality coffee. Dawes became a multi-millionaire when he sold the company to Costa.</p> <p>Research an entrepreneur of your choice and prepare a presentation which explains/answers the following questions:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Why you have chosen this person. What made their story interesting? <input type="checkbox"/> Their background – where did they go to school, what did their parents do? <input type="checkbox"/> How did they become an entrepreneur? Did they start a business at school/university? Did they set up an online business or have a market stall? <input type="checkbox"/> What characteristics have they displayed that are indicative of being an entrepreneur? <input type="checkbox"/> A brief history of their business/product/service. <input type="checkbox"/> How did they raise the necessary finance? <input type="checkbox"/> Where did they get the idea for the business, how did they launch it? <input type="checkbox"/> What keeps them motivated now that they have built a successful business? <input type="checkbox"/> Do they have any more ideas in the pipeline?