



A Level Business

Summer Bridging Work



Bridging Work Business Project



Summer Task

You need to research three large businesses. Two should be successful; the other's financial performance should have worsened during 2019 / 20. You need to write a newspaper article to cover the following:

For the two successful business you need to –

Research and explain the reasons for the change in profit / sales figures over recent times;

Explain the main ways the business promotes itself;

Explain and justify the three main reasons for the success of the business.



Summer Task

The Uber logo, consisting of the word "Uber" in white sans-serif font on a black square background.

For the unsuccessful business you need to –

Research and explain the reasons for the change in profit / revenue figures over recent times;

Explain the main ways the business promotes itself;

Explain and justify the three main reasons for the lack of success of the business.

The Tencent logo, featuring the word "Tencent" in blue and the Chinese characters "腾讯" in blue.The Google logo, featuring the word "Google" in its multi-colored sans-serif font.

More advice

- The coronavirus has affected many businesses. British Airways have been affected badly but Amazon have become even more successful during the virus. Can you think why? It is ok for you to write about how the businesses were doing before coronavirus or how they have been affected since.
- The Business pages of the Guardian newspaper, the Independent, the Telegraph and BBC Business news often have stories about why a particular business is failing or succeeding. All are available online.
- Here are a couple of real newspaper articles on Businesses from the Telegraph about M and S and Rolls Royce to give you a demonstration.
- <https://www.telegraph.co.uk/business/2020/05/20/ms-needs-clever-slogans-survive/>
- <https://www.telegraph.co.uk/business/2020/05/20/rolls-royce-cut-9000-jobs-covid-19-downturn/>