



Edexcel A Level Business Transition work

Welcome to A Level Business

Introduction - Congratulations on choosing A Level Business.

The purpose of this transition project is to help you begin developing the knowledge, commercial awareness and analytical skills that will be required throughout the course.

At A Level, Business is not just about learning facts. You will be expected to:

- Analyse business situations
- Apply theory to real businesses
- Interpret data
- Evaluate decisions
- Develop well-supported judgements

Task 1: Business in the News

Choose a business that interests you.

Examples:

- Apple
- Nike
- McDonald's
- Amazon
- Tesla
- Gymshark
- Netflix
- Primark
- Starbucks
- Aldi

Research the following:

What products or services does the business sell?

Who are its customers?

Who are its main competitors?

What is one challenge the business currently faces?

What is one opportunity available to the business?

Output

Produce a one-page profile of your chosen business.

Task 2: Key Business Concepts

Research and define the following terms.

Term	Definition
Entrepreneur	
Stakeholder	
Revenue	
Cost	
Profit	
Market Share	
Competitive Advantage	
Productivity	
Innovation	
Business Objective	

Task 3: The Apprentice Challenge

Imagine you have £20,000 to start a business.

Complete the following:

Business Idea

What will your business sell?

Why have you chosen this idea?

Who is your target market?

Consider:

Strengths

What advantages will your business have?

Weaknesses

What limitations might you face?

Opportunities

What opportunities exist in the market?

Threats

What external challenges could affect the business?

(Introduction to SWOT Analysis)

Task 4: Entrepreneurs

Research one entrepreneur from the list below:

Steve Jobs
Deborah Meaden
Sara Davies
James Dyson
Peter Jones
Levi Roots
Richard Branson
Steven Bartlett

Questions

What business did they create or develop?
What risks did they take?
What made them successful?
What challenges did they face?
What can other entrepreneurs learn from them?

Output

300–500 words.

Task 5: Business Analysis Skills

Read the statement below:

"A business should always aim to maximise profit."

Write approximately 250 words discussing:

Why some businesses might agree.

Why others might disagree.

Your final judgement.

Success Criteria

Use:

"This may lead to..."

"As a result..."

"However..."

"On the other hand..."

"Overall..."

This introduces students to A Level evaluation.

Task 6: Numeracy for Business

Complete the calculations.

Question 1

Revenue = £50,000

Costs = £35,000

Calculate profit.

Question 2

A business sells 2,000 products at £15 each.

Calculate revenue.

Question 3

Revenue rises from £40,000 to £50,000.

Calculate the percentage increase.

Question 4

A business employs 20 workers and produces 4,000 units.

Calculate productivity per worker.