

**THE PALMER CATHOLIC ACADEMY, SUMMER 2024**  
**A Level Business Transition Work, Year 11 into 12**

Your Task	<p>1. You are to research Merlin Entertainments. You need to get an overview of the company and answer the following questions:</p> <ul style="list-style-type: none"><li>a) What are the different parts of the company and what do they offer to customers?</li><li>b) Where does it sell its goods or services?</li><li>c) What are the aims of the company? What does it want to achieve?</li><li>d) Who are its main competitors?</li><li>e) What is the size of the company in terms of visitors, sales and profits? Compare the figures for the year 2023 and 2022 (Look at page 1 of the accounts below)</li><li>f) Comment on whether it is successful and say why- refer to page 1 of the accounts but consider all the data in your analysis.</li><li>g) Write a conclusion evaluating whether you feel the company will be a success over the coming five years, considering whether more people around the world are likely to be wanting leisure breaks.</li></ul>
Your starting point	<p>Use the company website to help you:</p> <p><a href="http://www.merlinentertainments.biz">http://www.merlinentertainments.biz</a></p> <p>This is the link to the company 2023 accounts document</p> <p><a href="https://www.merlinentertainments.biz/media/6426/merlin-annual-report-and-accounts-2023.pdf">https://www.merlinentertainments.biz/media/6426/merlin-annual-report-and-accounts-2023.pdf</a></p> <p>Also search on the internet for news items and expert opinion on the company and its prospects.</p>