

# Transition Work for: A Level Business

## Task 1

Research a company of your choice and complete the following research in an A4 document with the company name and your name as the title. You will conduct some initial research and analyse its marketing mix (4Ps: Product, Price, Place, Promotion) to identify growth opportunities.

### Company Selection & Initial Research

- Select a business that has a physical and online presence.
- Gather basic corporate history and data.
- Identify their mission and vision.
- Identify the target audience.
- List the top three direct competitors.

### The 4Ps Analysis

#### Product

- Detail one product or service that the company offers.
- Identify any unique selling points (USPs).
- Examine packaging, branding, and design features.

#### Price

- Find out the price of the product or service
- Check for any discounts or bundles.
- Compare the price against their main competitors.

#### Place

- List all digital distribution channels (e.g. websites, apps etc.)
- List all physical retail distribution locations.
- Evaluate the efficiency of their logistics (e.g. delivery times and methods)
- Identify geographic regions with highest sales.
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#### Promotion

- Identify the social media platforms used.
- Identify traditional advertising and public relations.
- Evaluate the consistency online and in physical stores.

**Task 2 – Using your research on the 4P's only, create a revision aid on paper or computer.**

## Task 3

Activity	Activity Detail
<p data-bbox="215 271 370 389"><b>Five things to watch</b></p> 	<p data-bbox="408 271 1198 304">An instalment from a recent Dragon’s Den episode.  <a href="https://www.bbc.co.uk/programmes/b006vq92">https://www.bbc.co.uk/programmes/b006vq92</a></p> <p data-bbox="408 342 871 376">An episode of the Apprentice.  <a href="https://www.bbc.co.uk/programmes/b0071b63">https://www.bbc.co.uk/programmes/b0071b63</a></p> <p data-bbox="408 414 544 448">Ted Talk  <a href="https://www.ted.com/talks/shonda_rhimes_my_year_of_saying_yes_to_everything?language=en&amp;delay=5s&amp;subtitle=en">https://www.ted.com/talks/shonda_rhimes_my_year_of_saying_yes_to_everything?language=en&amp;delay=5s&amp;subtitle=en</a></p> <p data-bbox="408 524 699 557"><b>The Founder - Film</b>            Starring <b>Michael Keaton</b> as businessman Ray Kroc, the film depicts the story of his creation of the McDonald's fast-food restaurant chain. <a href="https://www.netflix.com/gb/title/80101899">https://www.netflix.com/gb/title/80101899</a></p> <p data-bbox="408 674 560 707"><b>Joy – Film</b>            Starring Jennifer Lawrence with Bradley Cooper and Robert De Niro as a woman who builds a business dynasty.  <a href="https://www.disneyplus.com/en-gb/movies/joy/5MV7qtNPTJz7">https://www.disneyplus.com/en-gb/movies/joy/5MV7qtNPTJz7</a></p>
<p data-bbox="215 862 370 981"><b>Five things to Read</b></p> 	<p data-bbox="408 862 1034 896"><b>The Power of Discipline by Daniel Walter</b>            ISBN-13: 979-8631735408</p> <p data-bbox="408 934 778 967"><b>Shoe Dog by Phil Knight</b>            ISBN: 1984856715</p> <p data-bbox="408 1005 1329 1039"><b>That Will Never Work: The Birth of Netflix by Marc Randolph</b>            ISBN-10: 1913068218</p> <p data-bbox="408 1077 1241 1111"><b>She Thinks Like a Boss: Leadership by Jemma Roedel</b>            ISBN-13: 979-8506694496</p> <p data-bbox="408 1149 1249 1182"><b>Grinding it Out: The Making of McDonald’s by Ray Kroc</b>            ISBN-10: 0312929870</p>
<p data-bbox="215 1319 370 1438"><b>Five things to do</b></p> 	<p data-bbox="408 1319 647 1352"><b>Visit Cadbury’s</b>  <a href="https://www.cadburyworld.co.uk/plan-your-visit/">https://www.cadburyworld.co.uk/plan-your-visit/</a></p> <p data-bbox="408 1391 531 1424"><b>Visit O2</b>  <a href="https://www.theo2.co.uk/visit-us">https://www.theo2.co.uk/visit-us</a></p> <p data-bbox="408 1462 820 1496"><b>The Bullring – Birmingham</b>  <a href="https://www.bullring.co.uk/">https://www.bullring.co.uk/</a></p> <p data-bbox="408 1534 1011 1568"><b>Digital Skills: Digital Marketing Course</b>  <a href="https://www.futurelearn.com/courses/digital-skills-digital-marketing">https://www.futurelearn.com/courses/digital-skills-digital-marketing</a></p> <p data-bbox="408 1644 699 1677"><b>Learn how to cook</b>  <a href="https://www.bbcgoodfood.com/howto/guide/25-skills-every-cook-should-know">https://www.bbcgoodfood.com/howto/guide/25-skills-every-cook-should-know</a></p>

**Please be aware that there is no expectation for students to do all the activities listed above. If students make a concerted effort to complete at least one activity from each section, this will help you to develop a broader understanding of A Level Business. In September 2026 your A Level Business teachers expect to see your research and revision aid in the first week and look forward to discussing what you have learned!**