

# Summer Independent Learning A Level Business Studies (AQA Exam Board)

By completing these activities as part of your Summer Learning, you will gain:

- a realistic expectation of the Business Studies at A Level and the range of topics covered
- an appreciation of the fact that there will be lots of new content, even if you have studied GCSE Business Studies.
- an appreciation of the fact

# Part 1: Compulsory

## WORKSHEET 1



Case Study Material Provided by Time2resources

A good business student not only knows their theory, i.e. the content that is on the specification, but also thinks business. Business Studies is a subject that surrounds us all day every day. We start to spot the actions taken by businesses and ask start to question how we interact with business and the factors that influence our decisions; we start to question what is happening in society and the economy. A good business student is inquisitive.

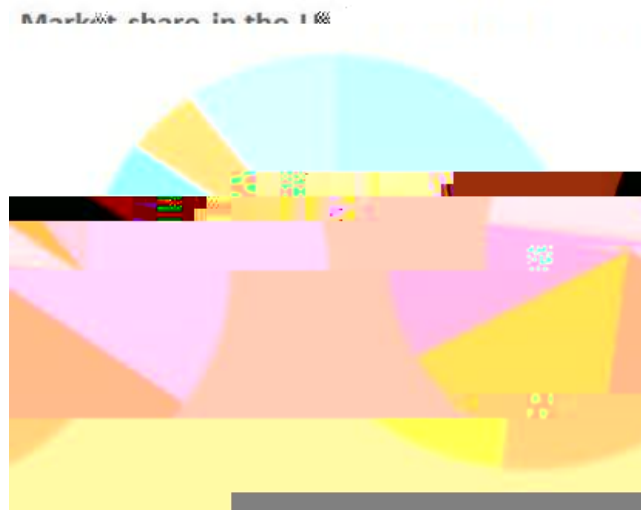
thinking about what you already know and what your perceptions are about a key business, Aldi, the case study to be used for your Summer Learning work.

**TASK:** In less than 15 words sum up what you think about Aldi supermarket in the box below.

**TASK:** Who are the key players in the UK supermarket industry? List them in the box below.



**TASK:** The pie chart below shows what % of the market the 6 biggest UK supermarket chains control. Use your existing knowledge of the industry to try and identify which segment of the chart represents which supermarket chain. 10% of the chart can just be labelled



Check your answer, Supermarkets.

Whilst watching this video you were introduced to some key business concepts.

Aldi gains a competitive advantage by charging low prices. It achieves this by making cost savings. **Watch this short YouTube video to learn about total costs.**

YouTube <https://>

# WORKSHEET 2

In year 1 of Business Studies A Level a lot of the content covered is about TACTICS. These are short-term actions taken by a business. In year 2 you study more about STRATEGY. These are the medium to long-term actions taken by a business.

In the first part of the programme you watched, a statement made about the growth of

Here the industry would include competitors and suppliers. Shoppers would include customers and the community. These are called STAKEHOLDER GROUPS. A stakeholder is anyone who is affected by or interested in the actions of a business.

An important skill to practice and develop over your studies is the ability to make judgements and fully justify these. We call this skill *evaluation*.

**TASK:** Watch the second part (approx. 15 mins.) of the Channel 5 documentary

<https://www.channel5.com/show/inside-aldi-britain-s-biggest-budget-supermarket>

Add to your previous spider diagram any more actions that you think Aldi takes to gain a competitive advantage.

**TASK:** What evidence is there of Aldi successfully cutting costs and increasing efficiency? Briefly outline this in the box below.

A topic you will study in year 1 is motivation. MOTIVATION is the reasons why people

likely to gain



Business can sometimes be a power battle between different stakeholders. Big businesses can use their power to influence suppliers. This can be in the form of forcing suppliers to offer lower prices or, in the video you have viewed, forcing suppliers to stop supplying products to a competitor.

**TASK:** WhyETQq0.000008875 0 595.56 842.04 reW\*nBT/F2 12 Tf1 0 0 1 111.14 6oW\*TJETn19

BRANDING is a promotional method that involves the creation of an identity for the business that distinguishes the business from its competitors.

What and why	Product	Importance of brand 10/1

If you have a favourite brand what is it and why?

**TASK:**



## KEY TERM GLOSSARY

In this worksheet you have been introduced to 6 key terms.

Tactics

Strategy

Stakeholders

Motivation

Ethics

Branding

**TASK:** Add these terms to your key term glossary /list. Use the following website to write full definitions of these words. [www.tutor2u.net/business](http://www.tutor2u.net/business)

You will also be expected to gain confidence in quantitative skills. In this worksheet you have been introduced to quantitative skill (QS) 2 calculate, use and understand percentages and percentage change.

You have also had a brief introduction to the 4 functional areas of business:

Marketing

Finance

People/ Human Resources

Operations/Resource Management

You will study more about these functional areas in Year 1 of your business Studies course.

# WORKSHEET 3

All business courses cover legal structure or business ownership. This is the legal ownership that a business adopts. This can be unlimited liability businesses such as a sole trader or limited liability companies, be they publicly or privately owned.

UNLIMITED LIABILITY means that the personal assets of the owner(s) are at risk. This

example, they may affect costs or demand. Demand is the number of customers who are willing and able to buy goods at a given price at a given point in time.

**TASK:** Outline the factors which may lead to an increase in demand for products.

**TASK:** One external factor affecting Aldi was the Financial Crisis of 2008/2009. Was the financial crisis a positive or negative influence for Aldi? Briefly explain and justify your answer below:

Businesses may target a specific market segment. MARKET SEGMENTATION is the process of categorising customers into groups with similar characteristics. One way of segmenting the market is by income or socio-economic group.

**Socio-economic groupings**

- A Higher managerial such as chief executives and directors
- B Intermediate managerial such as solicitors, accountants and doctors
- C1 Supervisory, clerical or junior professional such as teachers and junior managers
- C2 Skilled manual such as plumbers, electricians and carpenters
- D Se 12 Tf/F2 reed



PROMOTION includes advertising and sponsorship.

**TASK:** With reference to Aldi, write your own definition of each of these terms  
ADVERTISING, SPONSORSHIP.

### **Retrieval Practice (Review)**

**TASK:** What is meant by branding? Briefly explain below:

**TASK:** What evidence is there



# WORKSHEET 4

Many established businesses will have an objective of growth. This can be done internally (ORGANICALLY) where the business grows in its own right e.g. opening new stores or expanding its product range. Or it can be done externally (INORGANICALLY) by acquiring other businesses.

Watch the fourth part (approx. 15 mins.) of the Channel 5 documentary

<https://www.channel5.com/show/inside-aldi-britain-s-biggest-budget-supermarket>



**TASK:** Spaced Practice of Key Knowledge.

Aldi has achieved growth. Write a paragraph to explain how Aldi has achieved growth and what evidence there is of this. Your challenge is to include as many of these terms in your paragraph as you can show off your knowledge of business!

Market share

Competitive industry

Competitive advantage

Marketing mix

Organic growth

Inorganic growth

E-COMMERCE is the selling of goods and services over the internet. Unlike other major supermarkets,

CORPORATE SOCIAL RESPONSIBILITY (CSR) is a



## KEY TERMS GLOSSARY

In this worksheet you have been introduced to 6 key terms:

Growth

Internal (organic) growth

External (inorganic)

growth E-commerce

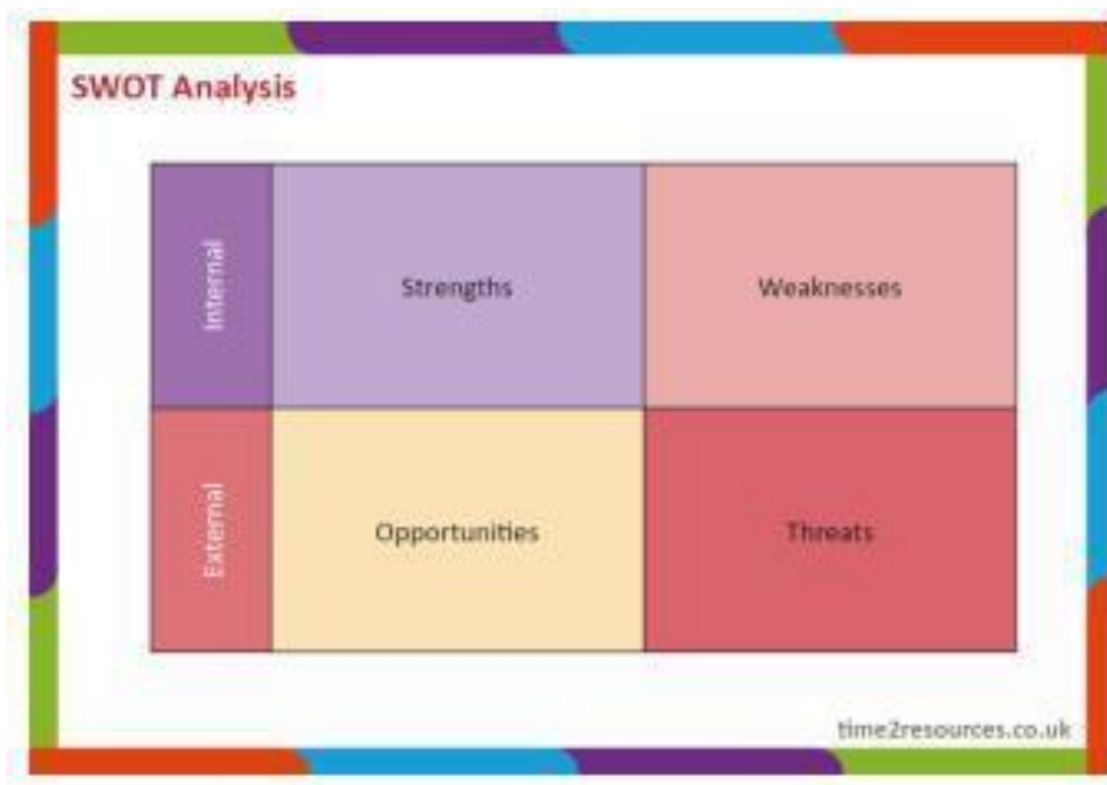
SWOT analysis

Corporate social responsibility

**TASK:** Add these terms to your key term glossary /list. Use the following website to write full definitions of these words. [www.tutor2u.net/business](http://www.tutor2u.net/business)



**CONSOLIDATION TASK:** Consolidate all of your notes from the four worksheets into a SWOT analysis for Aldi. You could produce this on the computer or by drawing it out on a large piece of paper.



**Part 2. Not required to be completed but strongly recommended**

**EXTENSION TASK:** Another Channel 5 documentary is  
You could watch this to complete a comparative study looking at the similarities and

