

Year 12 – BTEC Level 3 Business

Home Learning Tasks

In order to prepare for the BTEC assignments, you should complete the following tasks.

Task 1

Read the BTEC Business Handbook thoroughly, so you are aware of the course requirements, policies and our expectations.

Task 2

Investigate the following businesses:

- 1) Asda
- 2) Barking Abbey School
- 3) Nando's

You must include the following:

- When did the business start-up?
- Who are the owners?
- What sector do they operate in? (public or private)
- Who are they owned by?
- Summarize their marketing mix: product, place, price and promotion
- Conduct a SWOT analysis (what are the business Strengths, Weaknesses, Opportunities and Threats)
- Conduct a PESTLE analysis (how is each one of the factors affecting the business: political, economic, social, technological, legal and environmental)

Task 3

Select 4 businesses of your choice (from both private and public sector), and write an article explaining the impact of the coronavirus pandemic upon their sales, profits, operations, production, demand, and overall success or failure.