

BUSINESS STUDIES

FLYING START 2

Scenario

You are a business research assistant. You have been asked to investigate one business, John Lewis Partnership and to produce a report on:

- The aims and objectives of the business
- Factors in the external environment which have affected its ability to achieve aims and objectives
- An explanation of how marketing activities, enterprise skills and teams have contributed to the success of the business
- Judgements made on the extent to which the business has achieved its aims and objectives and an evaluation of key factors that have contributed to this

Task Guidance

- 1) **Define what is meant by aims and objectives** (Explain the meaning of each term with an example)
- 2) **Describe the main aims and objectives of your business** (Survival, Meeting stakeholder needs, Maximising sales revenue, Maximising profit, Growth)
- 3) **Give realistic and detailed examples to illustrate these aims and objectives for your business** (Examples of how stakeholder needs are being met & their opinions Trends in sales and profit figures Actual vs target sales and profit figures Examples of how the business is growing)
- 4) **Explain what is meant by external factors** (Contrast with internal influences)
- 5) **Discuss the factors which are affecting the ability of your business to achieve its aims and objectives** (Local, national and international levels of economic activity e.g. changes in growth in GOP, retail sales etc; Social and ethical views of customers e.g. changes in attitudes Legal issues e.g. consumer laws and environmental issues; Degree of competition within the market - the ability of the business to set prices and maintain its market position)

Grade Criteria

A/B: Student demonstrates a wide range of business knowledge and strong understanding of key business concepts. The student analyses issues by building up logical arguments. The tasks are all completed and show excellent communication skills. Student shows excellent ability to assess the appropriateness of information and apply with confidence.

C: Student demonstrates good knowledge and good understanding of key business concepts. The student analyses issues to a good standard. The tasks are all completed and show good communication skills. Student shows a good ability to assess the appropriateness of information and apply with confidence.

D/E: Student demonstrates reasonable knowledge and reasonable understanding of key business concepts. However there are gaps or errors in understanding and application. The student analyses issues to a reasonable standard. Most of the tasks are completed and show reasonable communication skills. Student shows some ability to assess the appropriateness of information and apply to the business focus.

TASK COMPLETE (tick the box)