

A-LEVEL BUSINESS: SUMMER TASK

INDUSTRY ANALYSIS

To prepare for your A-Level in Business, we would like you to explore an industry of your own choice. This will help you to develop important academic skills that are central to success in Business lessons. This task requires you to identify and explain reasons for changes in an industry (*analysis*), in context (*application*) and make judgements (*evaluation*).

Whilst the objective of most private sector organisations is to create value and profits for their owners, the environments and challenges facing businesses in different industries is fascinating and complex and this is what makes the subject so interesting to study.

You should use the template on the following page to complete your work. This should be submitted, when you enroll to Harton, on GCSE results day.

You also should also bring a copy of this to your first business lesson of the academic year.

To support your research, you might consider one of the following industries but feel free to choose your own:

- UK car market
- Fast food and restaurants
- Entertainment – for example; video, music and gaming on demand services
- Food retailers and supermarkets
- Health and fitness
- Holidays
- Athletic leisure wear
- Professional sports
- Mobile phones
- Airlines
- Real estate

Sources of information:

Using high quality texts and reputable media sources is important. The following web links should support your research but they are not exhaustive!

- www.tutor2u.net
- www.guardian.co.uk
- www.economist.com
- www.bbc.co.uk/news
- <https://www.britishchambers.org.uk/>
- <https://www.cim.co.uk/>
- <https://brc.org.uk/>
- <https://www.ons.gov.uk/>
- <https://www.wsj.com/>
- <https://www.reuters.com/>
- <https://www.bloomberg.com/businessweek>
- <https://www.businessinsider.com/?r=US&IR=T>

Should you have any questions, please e-mail:

pmcginn@hartonacademy.co.uk

We look forward to welcoming you to the course in September!

Name of industry:		
Market size and growth: <i>How much is the market worth in £, how much has the market grown or contracted (%) over the last 2-5 years?</i>		
Industry structure: <i>List the main businesses operating in the industry. What is their market share?</i> <i>What might help or hinder new firms entering this market?</i>		
Innovations <i>Has there been any 'disruptive' innovations that have changed the way that firms in the industry 'do' business?</i>		
Customer segments: <i>Who are the different types of customers? What are their needs and preferences?</i>		
Rivalry amongst competitors: <i>How do businesses compete? Is it through differentiating their product offerings? If so, how?</i> <i>Do businesses compete through different pricing strategies?</i>		
Technology: <i>How have businesses responded to changes in technology? Has it created new opportunities?</i>		
Social and environmental factors: <i>What trends have affected the industry? This could be sustainability, consumer activism, changes in demographics, digital connectivity and social media, ethical sourcing</i>		
Any other information: <i>Use this box to explain any other relevant information you find as part of your research.</i>		