

Transition Project

BUSINESS STUDIES



Investigating a Business

Choose a business that interests you.

This could be:

- A clothing brand
- A sports company
- A fast-food business
- A technology company
- A supermarket
- A local business

Examples could include:

- Nike
- McDonald's
- Apple
- Primark
- Amazon

Task 1: Business Background

- Research your chosen business and explain:
- What the business sells
- Who its customers are
- Why do people buy from the business
- Who its competitors are

Task 2: Marketing

Explain how the business attracts customers.

You could look at:

- Advertising
- Social media
- Pricing
- Products
- Special offers
- Branding

Try to explain why these methods are successful.

Task 3: Business Problems

Research one challenge currently facing the business.

This could include:

- Rising costs
- Competition
- Inflation
- Online competition
- Changing customer tastes
- Environmental pressures

Explain:

- What the problem is
- Why it matters
- How the business could respond

If you have any questions or need any support with your transition work, please contact your subject teacher using the email address below.

We hope you enjoy the tasks and look forward to welcoming you to Glossopdale Sixth Form in September.

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Task 4: Your Opinion

Write around 300–500 words answering:
“What makes a business successful?”

You may discuss:

- Good leadership
- Marketing
- Customer service
- Innovation
- Quality
- Pricing
- Staff
- Technology

Use examples where possible.

Presentation

You may complete the project as:

- A Word document
- A PowerPoint
- A Google Slides presentation

Suggested length:

- Around 4–6 pages/slides

Helpful Advice

Good Business students:

- Keep up with current business stories
- Watch the news
- Notice how businesses operate
- Question why businesses make decisions
- Explain opinions using evidence

You are not expected to know everything before September. The aim is simply to begin thinking like a business student.

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