

## A-LEVEL BUSINESS INDUCTION ASSIGNMENT

Your induction assignment is linked to the first unit of work you will be studying in September. It is due in on your very first Business lesson. You will be expected to present your findings and will be formally assessed.

### Assignment:

Investigate 1 suitable business / organisation which could include one from the following selection below and gather comprehensive research. Using your research you will be expected to produce a write-up/Power point or both as outlined in task 2. You will present your work so it is advisable to produce a power point presentation as well.



OXFAM

TESCO

BT



Coca-Cola

**Task 1:** Research the following key words and create a three column table with the key word, definition and give a suitable example as shown below:

**Business ownership, Business liability, mass market, niche market, dynamic market, market research, market segmentation, market size, market share, branding, USP, product differentiation, organisational structure, functional area, mission statement, internal stakeholders and external stakeholders.**

Key word	Definition	Example

**Task 2:** Based on your chosen organisation, your write-up / presentation or both should include the following:

1. Discuss the:
  - business ownership
  - liability,
  - market it operates in e.g. mass market / niche market,
  - market share taking into account its competitors / rival business
  - branding & USP
  - product differentiation
  
2. A diagram of the organisational structure **and** explanation of the functional areas.
  
3. State the organisations:
  - Mission
  - Vision
  - Values
  - Aims and objectives.
  
4. Discuss the relationship with internal and external stakeholder groups, **and** how these stakeholder groups influence the organisation.

### Useful links:

<http://www.businessdictionary.com/definition/scope.html>

<https://www.tutor2u.net/business>

<http://businesscasestudies.co.uk/>