

# A Level Business Transitional Work

## Task

With reference to one of the businesses listed below, answer the following question in essay form. A good essay would be between one and two sides of A4.

## Title:

**How did (your entrepreneur)'s idea become a huge multi-national corporation?  
(20 marks)**

## Possible entrepreneurs you could choose from:

Levi Roots: Reggae Reggae sauce

Richard Branson: Virgin umbrella group

Elon Musk: Tesla

Peter Jones: famously known for being a dragon on BBC's Dragons Den

Sara Davis: famously known for being a dragon on BBC's Dragons Den

Marcia Kilgore: Beauty Pie, a skincare and makeup brand

## How to answer the question:

- ✓ Provide a **short** narrative on the history of your chosen company such as how did the company start?
- ✓ What in your view are the main characteristics of your entrepreneur?
- ✓ How have they used these characteristics to create a successful business?
- ✓ How successful has the company become? Get some data on the size and profit levels of the business. Compare its level of success with that of a major competitor.
- ✓ What problems have the business encountered during their history and how has it overcome these issues?
- ✓ Do you think the business will continue to be as successful as it has in the past? What are the reasons for your views?

## The aim of this unit

This piece of work asks you to use the four main skills you will need for Business at A Level: Knowledge, Application, Analysis and Evaluation. How you can display these skills is shown below:

### A01 Knowledge and understanding

- ☒ Accurate definitions of relevant terms
- ☒ Identifying a point relevant to the question

### A02 Application

- ☒ Apply your knowledge to the business context in which the question is set.
- ☒ This can be done by recognising some specific aspect of the business, such as the management of the business or the problems/issues.

### A03 Analysis

- ☒ Students use relevant business theory and select information from a range of sources, using appropriate methods, to analyse business problems and situations.
- ☒ For example, students may be asked to build up an argument that shows understanding of cause and effect.

### A04 Evaluation

- ☒ Students evaluate evidence to reach reasoned judgements.
- ☒ This can be shown within an answer, through the weighting of an argument or it can also be shown within a conclusion, perhaps by weighing up the strength of the student's own arguments for and against a proposition.

**Please hand your work to your Business teacher by the end of the first full week back at school in September.**