



The Thomas Hardy School

Summer Preparation Task

Business A Level
Edexcel 9BSO

Recommended resources:

Download the specification here:

<https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html>

Task 1: Listen to the podcasts linked below, answer the questions on each entrepreneur

[How I Built This with Guy Raz: Airbnb: Joe Gebbia \(2017\) on Apple Podcasts](#)

[How I Built This with Guy Raz: TOMS: Blake Mycoskie \(2019\) on Apple Podcasts](#)

Joe Gebbia – AirB&B

Starting idea (situation, experience and skills)

Early growth and start of gaining investment.

Use of the internet and e-commerce

Link to conventions

Financing a business on credit cards??? Trough of sorrow – issues trying to aim at a market that doesn't exist?

Sign of creativity – Cereal?

Getting the “service off the ground” – educating the homeowner – working with the “supplier”

New ideas with a tough start?

Blake Mycoskie – TOMS Shoes

Early businesses... EZ Laundry

Building Painting and Advertising

Network TV Channel – Reality TV

Driver Education

TOMS Shoes (growing TOMS, use of press advertising, Social message, quick growth, “movement”)

Negative impacts TOMS causes in poor countries

How beneficial is Blake's personality to the growth of the brand?

Video of a similar story - [Blake Mycoskie, Founder of TOMS | The Brave Ones \(youtube.com\)](#) may help to understand how Blake presents as a media personality. Adds additional detail to the Podcast.

Deadline for Task: First lesson in week commencing 16th September 2024

Task 2: A study of an entrepreneur

To do well at A-Level Business you will need to develop certain skills. One of the main ones is to independently research different aspects of the course and be able to communicate your findings to the class as a whole. We therefore want you to conduct your own investigation into either a lesser known **business role model** or into a **business** of your choice. Possible questions you might want to answer include:

- Which business personality inspires you and why?
- What have they done in their career, give a brief history?
- Is their business a primary, secondary, or tertiary sector business?
- What does it do?
- Is it a private sector or public sector organisation?
- Who owns it and what does this mean for the business?
- What are their primary aims and do you think these are realistic?
- Who are their main competitors?
- How do they differentiate themselves?
- How do they measure success and how successful are they?

Recommended reading & activities list:

BBC News website Business News on a daily basis

<https://qualifications.pearson.com/en/home.html>

www.tutor2u.co.uk

BusinessWeek: Great site for business news and features. <http://www.businessweek.com>

Dragon's Den BBC Entrepreneurs pitch their ideas to venture capitalists. Ideal material for Unit 1.

<http://www.bbc.co.uk/dragonsden/>

Business Stripped Bare: Adventures of a Global Entrepreneur Richard Branson

The Life and Business Lessons of Bin Gales

The Exclusive Biography Steve Jobs

Required Stationery and Equipment for Business A Level

Lined paper, pen, HB pencil, rubber, calculator, ruler, lever arch files, subject dividers, plastic wallets

Essential Resources

Edexcel Business AS/A Level textbook Pearson

Revision books and workbooks which will be available to purchase throughout the course

Things to Consider Throughout the Year

Aim to read and watch the news regularly in order to keep up to date with current business affairs. Join a business forum or discussion group and participate in debates relevant to the topics studied.

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