



Preparation for Year 12



Business A Level

Congratulations on your GCSE successes and welcome to your post-16 studies at All Saints!

At this significant moment in your education, you have selected to study courses that reflect your own unique gifts, talents, interests and future goals.

So let's get started! These tasks are designed to introduce you to some concepts that you will be exploring over the year ahead as well as giving you the opportunity to demonstrate your commitment and sincere interest in this subject.

We look forward to seeing your preparation work and welcoming you to our department in September.

Aims	<i>Businesses operate within dynamic industries and it is important to understand how they adapt to this. By taking an in-depth look at the competitive market and the wider economic environment, you will gain a deeper understanding of the external influences on a business and how it impacts their success.</i>
Deadline for submission	Wednesday 2nd September 2026

Choose **TWO** tasks to complete from the following list:

Week	Task / question	Links to help you	Notes
1	Undertake a competitor analysis. Choose an industry of your choice and identify 6 businesses within it. Explain the similarities and differences between these businesses. Explain the impact of these on an existing business within the market and the impact on a new entrant into the market.	https://www.statista.com/ https://www.forbes.com/	This can be displayed in any way. The more creative the better!
2	Create an infographic about interest rates. Explain what they are, why they are useful, how they impact businesses and how they impact consumers. Use images alongside	https://www.bankofengland.co.uk/monetary-policy/the-interest-rate-bank-rate	Could you track the interest rate over a week?



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	text to show your understanding.		
3	Using a product of your choice, explain how the business adds value to the original item. Explain how each factor adds value and the impact this will have on both the business and the final customer.	https://www.tutor2u.net/business/blog/adding-value https://www.investopedia.com/terms/v/valueadded.asp	This is best completed as a PowerPoint slide or a poster.
4	Read the article about Nvidia. Identify five key points from the article. Complete the following: • Explain what impact Nvidia will have on the industry. • Explain the impact of Nvidia on Apple. • Provide two recommendations to help Apple continue to compete with Nvidia.	https://edition.cnn.com/2024/06/20/investing/nvidia-most-valuable-company-explained/index.html	

Keywords and definitions:



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You will need to be familiar with the following keywords in term 1.

Keyword	Definition	Use of keyword within context
Market Positioning		
Income elastic		
Income inelastic		
Demand		
Supply		
Equity		
Economic Variables		
Break even point		
Contribution		
Zero-based budgeting		
Variance Analysis		