



Getting Ahead – Pre-course Work

#ThinkBrock

Business A Level

Welcome to **Business A Level**. In preparation for the start of the course, please complete these tasks and have them with you to hand in during your first week of college in September.

These tasks should take you approximately four and a half hours to complete and are designed to give you an introduction to the subject, and the expectations we have for you to complete at least four and a half hours of independent study, per subject, per week.

Task 1 - Entrepreneurs

Entrepreneurs are individuals who typically, set up and run a business and take the risks associated with this. Your first task is to choose two entrepreneurs from the list below, research them, and write a 500-word report (250 words per entrepreneur). Include the **Business name** and why the entrepreneur started the business. Explain how their **skills** and **characteristics** have helped them to be successful.

- James Dyson
- Elon Musk
- Coco Chanel
- Oprah Winfrey
- Richard Branson
- Anita Roddick

List the 'sources' where you found the information in a reference section.

Example:

References

Apple - Steve Jobs

<https://startups.co.uk/entrepreneurs/famous-entrepreneurs/>



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Task 2 - Promotion

Promotion is the process of communicating to customers or potential customers. A small business selling outdoor/sports clothes in Brockenhurst would like to promote their new range of cycling clothes. Most of their customers live in Brockenhurst, but they also sell to tourists and online (e-commerce) from their website.

Choose **three** methods of promotion from the list below. Write a 500-word report explaining how these three types of promotion could effectively communicate with their customers. Include the advantages and disadvantages of each method and which method you think is the best and why:

- The Brockenhurst Daily newspaper
- Social media e.g. Facebook, Instagram
- Sponsorship of local football team
- Billboards/posters
- Flyers
- Cycling magazines
- Radio – e.g. Virgin radio

Getting Equipped

You will need the following:

- A ring binder
- Dividers
- Stationery (pens, pencils, a ruler etc.)
- A calculator