

Y11 Business Studies A Level Prep

Look on the internet, newspapers, TV, find one business in the news for being successful, one for being unsuccessful.

Describe in as much detail as possible why the business is in the news.

Is the business in the news for being successful or unsuccessful?

How is the success or lack of it being measured?

What factors have been instrumental in it's success or lack of success?
Split the list into internal factors, those things in the businesses control and external those things outside its control eg competition.

For the unsuccessful business, list measures that might be taken to improve.

What stakeholders (any group affected by the business) would benefit or be harmed by the news?