



A Level Bridging Work

Business

Understanding that businesses operate within an external environment

All businesses, whether large or small or whether supplying services or goods, operate within an external environment. The external environment comprises those external forces that can influence a business's activities.

These forces might arise from a number of possible sources:

- **Economic factors;** for example consumers' incomes and the level of interest rates.
- **Demographic factors;** for example changes in migration and changes in birth and death rates.
- **Market factors;** for example changes in the power of competitors and growth in sales within a market.
- **Environmental and social factors;** for example consumers prefer environmentally friendly products and growth in popularity of fair trade products.

These forces are unpredictable and can change suddenly without warning.

To be a successful A Level Business Studies student you have to read widely and not rely solely on the text books. The subject also comes alive, and helps you to understanding the theory in the text books. When you do regularly read use a good quality newspaper, listen to the news on radio/TV or access, say, the BBC Business News on your phone or tablet.

Bridging Activities

If you are new to Business then use the link to this article:

<https://www.bbc.co.uk/news/business-44437367>

Write a detailed report to explain which external factors have affected the pound shops. What factor(s) do you think have been most significant?

Collect at least 2 more articles which are linked to one or more of the 4 external factors and explain their impact on other businesses.

If you have studied Business at GCSE:

- Cut out from a newspaper, or print out from a webpage, **at least one article** for **each** of the **four factors**.
- For each of the articles produce a **detailed written summary identifying the impact of the factor on a specific business. Recommend how the business should respond to this change.**
- The articles and the summaries will be handed in during the first week of school in September.
- You will also be expected to outline your articles, using your summaries, to your peers.