

Business A Level Transition Work

Business A level Transition work, year 11 into year 12:

See below a series of tasks to complete. You may need to research some of the models/theories before starting the tasks. Select a business you know well; it can be any size business.

For a business of your choice:

Write a short overview of the business and their product(s). Followed by:

1. Create a list of all the key stakeholders and then map these according to interest and influence/power
2. Create a detailed SWOT analysis
3. Write an in-depth PESTLE analysis (include the impact of COVID19)
4. Describe how they use the 7Ps of marketing