

Welcome to A Level Business at Varndean College

Flying Start September 20



Primary research / work to be completed prior to
starting the course

Suggested time (recommendation only)

Brief 1 - 2 ½ hours

Brief 2 - 2 hours

Brief 1:

You are to build/create content for a facebook style status update for three businesses (see Nike example below) ;

- 1) a local sole trader
- 2) an international plc
- 3) a public sector organisation (library, doctor's surgery)

For each business you should get as much key information as possible, but should at least have details on:

Name, date established, core activities, number of employees, industrial sector it is in (i.e. primary, secondary or tertiary), where it operates, main competitors

It would be good if you could also find the following details for the international plc (look in their Annual Report - available online)

Profit made in previous year, key objectives for the following year, mission statement

links

<https://investors.nike.com/investors/news-events-and-reports/?toggle=earnings>

[https://s1.q4cdn.com/806093406/files/doc_financials/2020/Q3/FY20-Q3-Combined-Schedules-FINAL-\(1\).pdf](https://s1.q4cdn.com/806093406/files/doc_financials/2020/Q3/FY20-Q3-Combined-Schedules-FINAL-(1).pdf)



facebook

Industry

- Apparel
- Accessories
- Sports equipment

Sector

- secondary (clothes manufacture) tertiary (wholesale, retail and distribution)

Founded

January 25, 1964; 56 years ago

Founders

- Bill Bowerman
- Phil Knight

Headquarters

Beaverton, Oregon, U.S.

Area served

Worldwide

Key people

- Phil Knight
- (Chairman Emeritus)
- Mark Parker
- (Executive Chairman)
- John Donahoe
- (President and CEO)

Products

- Athletic footwear & apparel
- Athletic & recreational products
- Sports equipment

Revenue

▲ US\$ 36.39 billion (2018)

Operating income

▼ US\$ 4.44 billion (2018)

Net income	▼ <u>US\$ 1.93 billion (2018)</u>
Total assets	▼ <u>US\$ 22.53 billion (2018)</u>
Total equity	▼ <u>US\$ 9.81 billion (2018)</u>
Number of employees	73,100 (2018)

key aims and objectives

A WINNING LONG-TERM STRATEGY That brighter future came into greater focus in FY19, as we executed the first full year of our Consumer Direct Offense.

The company-wide strategy has focused our teams on a simple, yet powerful goal:

servicing consumers faster and more personally, at scale.

NIKE, Inc.
CONSOLIDATED STATEMENTS OF INCOME
(Unaudited)

<i>(In millions, except per share data)</i>	THREE MONTHS ENDED			NINE MONTHS ENDED		
	2/29/2020	2/28/2019	% Change	2/29/2020	2/28/2019	% Change
Revenues	\$ 10,104	\$ 9,611	5%	\$ 31,090	\$ 28,933	7%
Cost of sales	5,631	5,272	7%	17,202	16,092	7%
Gross profit	4,473	4,339	3%	13,888	12,841	8%
<i>Gross margin</i>	44.3%	45.1%		44.7%	44.4%	
Demand creation expense	870	865	1%	2,769	2,739	1%
Operating overhead expense	2,413	2,226	8%	7,166	6,557	9%
Total selling and administrative expense	3,283	3,091	6%	9,935	9,296	7%
<i>% of revenues</i>	32.5%	32.2%		32.0%	32.1%	
Interest expense (income), net	12	12	—	39	37	—
Other (income) expense, net	297	(55)	—	223	(50)	—
Income before income taxes	881	1,291	-32%	3,691	3,558	4%
Income tax expense	34	190	-82%	362	518	-30%
<i>Effective tax rate</i>	3.9%	14.7%		9.8%	14.6%	
NET INCOME	\$ 847	\$ 1,101	-23%	\$ 3,329	\$ 3,040	10%
Earnings per common share:						
Basic	\$ 0.54	\$ 0.70	-23%	\$ 2.13	\$ 1.92	11%
Diluted	\$ 0.53	\$ 0.68	-22%	\$ 2.09	\$ 1.87	12%
Weighted average common shares outstanding:						
Basic	1,556.3	1,572.8		1,559.8	1,582.8	
Diluted	1,591.6	1,609.6		1,594.6	1,621.5	
Dividends declared per common share	\$ 0.245	\$ 0.22		\$ 0.71	\$ 0.64	

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Write a Facebook style update on the first business that you have researched - a local sole trader

Start with the name of the business and follow the layout/headings as suggested above

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Write a Facebook style update on the first business that you have researched - an international PLC

Start with the name of the business and follow the layout/headings as suggested above

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

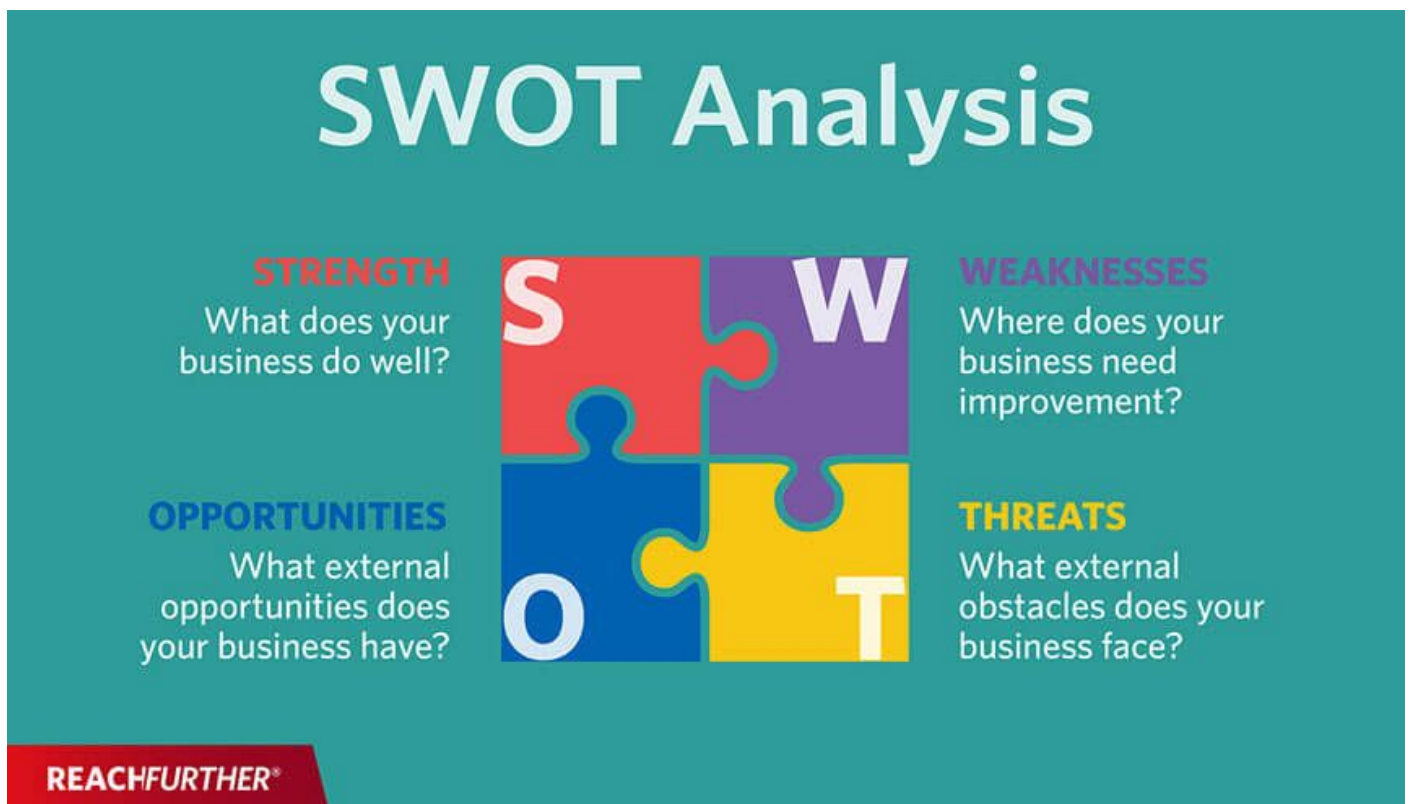
Write a Facebook style update on the first business that you have researched - a public sector organisation (library, doctor's surgery)

Start with the name of the business and follow the layout/headings as suggested above

Brief 2

The Covid 19 pandemic has created a business arena of a few gainers and many losers, and when we emerge from it there will be a new uncharted and shifting business landscape.

Many businesses will ultimately perish and those that survive will have had to adapt and be adaptable in order to continue to survive. A starting point for any strategic plan to cope with the unknown certainties ahead is a SWOT analysis.



The strengths and weaknesses are down to you, the business, where as the opportunities and threats are external to you - your competitors actions, your customers and the pandemic to name a few (we look at these in our PESTLE analysis which you should have covered in your year 11 summer work for us).

For this brief you need to perform a SWOT analysis for two different businesses - one of which may be a potential gainer from the pandemic : *Couriers, Pharmaceutical companies, some online retailers*and one that may struggle (a potential loser): *travel and tourism, hospitality, high street retailers.....*

Based upon your SWOT analysis make a number of suggestions actions that the business could adopt in order to either capitalise on their situation or survive. These can be based upon the actual examples that you have researched.

<https://www.tutor2u.net/business/reference/swot-analysis-video>

<https://www.youtube.com/watch?v=Za3FVNBn6Q4>

Simple Example https://www.youtube.com/watch?v=l7CT8Ox_Gcg

<https://www.eastwestbank.com/ReachFurther/en/News/Article/How-a-SWOT-Analysis-Leads-to-Actionable-Business-Strategies>

<https://www.thenewsguru.com/columnist/article/covid-19-pandemic-top-business-gainers-and-losers/>

Use the layout below to structure your work

Business 1 - potential pandemic “Gainer”

Name of business:

Key activities:

S	W
O	T

possible or actual actions in response to pandemic:

1

2

3

Business 2 - potential pandemic "Loser"

Name of business:

Key activities:

S	W
O	T

possible or actual actions in response to pandemic:

1

2

3

Make sure to cite/list any research links that you use in your research,
under here:



You have the freedom to be yourself,
your true self, here and now -
and nothing can stand in your way!
Jonathan Livingston Seagull