



Task: explore the organisational features of M&S and Cancer Research UK, analysing how the way they operate contributes to their success.

In both A-Level and BTEC a lot of marks come from applying your knowledge to a wide range of contrasting business contexts. This means you need to know about businesses, how they operate and what makes them successful. While you are researching, think about why the business operates in the way it does, and how this impacts its operations and success.

Task 1 – contrasting businesses report

Create a report on the features of each company. You should write around one side of A4 about each firm. Make sure you use clear subheadings to denote different sections of content. The questions you need to answer for both companies are below:

1. What is their ownership and liability, and what does that mean (e.g. sole trader, partnership, private limited company, public limited company, not for profit?)
2. What is their purpose and main activities? Have these changed over time?
3. What industrial sector are they in and what are the features of that sector (primary, secondary, tertiary or quaternary)?
4. What is their mission, vision and corporate aims? (You can often find these on their website and in their annual report.)
5. How does the firm approach their corporate social responsibility? (You can often find these on their website.)

Task 2 – complete a PESTLE analysis

Complete the tasks below making sure you label each section clearly. You should be writing at least two sides of A4 for this task.

1. Research what a PESTLE analysis is and how to do one. What does this acronym stand for and why do businesses do this type of situational analysis?
2. Do a PESTLE analysis for any company of your choice – you need to write about each element, saying what the current situation in that area is, and how the business is/ may be impacted by it.