

A-Level Business

Bridging Assignment

Task 1

Ensure that you understand the meaning of the following business terms. They will be used extensively throughout the first year of the A-Level course. Research and **write your own** definitions for each:

Term	Definition
Added value	
Break even	
Budget	
Dynamic market	
Entrepreneur	
Exchange rates	
Fixed costs	
Flexible working	
Inflation	
Interest rates	
Liability	
Marketing mix	
Non-financial motivation	
Price elasticity	
Primary research	
Private limited business	
Product differentiation	
Product life cycle	
Profit margins	
Public limited business	

Quality management	
Revenue	
Secondary research	
Supply and demand	
Unique selling point	
Variable costs	

Task 2

Business is a subject that continues to evolve. This means that relying solely on a textbook is not an option! To be successful you will need to show:

- 1. Awareness of business in the real world via media news sources*
- 2. An ability to conduct independent research*

Part 1 (reading)

Download an app which will be a good source of business news.

Alternatively, bookmark some of the following sites:

- The Guardian: <https://www.theguardian.com/uk/business>
- The Independent: <https://www.independent.co.uk>
- The FT: <https://www.ft.com>
- Reuters: <https://www.reuters.com/>



Part 2

In the following table, record details of 5 current, business news stories which interest you.

Date	Description of event	Source

Task 3



Part 1

In June 2026, rocket and AI business Space X converted from being a privately owned company to one that is publicly traded.

1. What does the term plc mean?
2. Why do companies often become plcs? *Try to use the terms share capital and liability in your answer.*
3. Describe any disadvantages Space X might experience as a result of becoming a plc?

Part 2

I have invested \$100,000 into Space X. As share prices were \$135 on launch, I have been able to purchase 740.

Over the coming weeks and months, this share price will vary. You can find the share value each day by searching 'Space X share value'.

Track the share price for Space X over the coming months in the following table to see if I will make / lose money on my investment. I have completed the first two entries for you.

Date	Value of one Uber share	Value of my investment (current share value x number purchased)	Loss / gain
12 th June 2026 (launch)	\$135	740 x \$135 = \$99,900	N/A
18 th June 2026	\$191.82	740 x \$191.82 = \$141,946.80	\$42,046.80 (gain)
1 st July 2026			
15 th July 2026			
1 st August 2026			
15 th August 2026			
1 st September 2026			

Task 4

A SWOT analysis is a tool used to evaluate a business's strengths, weaknesses, opportunities, and threats, helping it make better decisions and plan for the future.

Research one well known business (eg Amazon, Apple, Nike, etc) and complete the following SWOT analysis for the business. The words in the brackets should give you some ideas about what to research and write about.

Name of business:

Strengths (<i>think reputation, quality, skills, location, resources</i>)	Weaknesses (costs, debt, staff, inefficiency, limitations)
Opportunities (growth, trends, technology, expansion, partnerships)	Threats (competition, economy, regulation, substitutes, demand)