



SUMMER BRIDGING WORK 2026

Summer Bridging Work is an important part of your transition to Wilberforce Sixth Form College. This piece of work will count towards your effort grade. Please complete your summer bridging work in time for the start of term.

You are required to bring evidence in paper format and hand this into your subject teacher during your first lesson.

BTEC Business

Overview of subject

Welcome to the exciting, dynamic world of Business! The business environment is forever changing, and businesses are constantly looking at new products, services and ways of improving their performance. Every time you purchase a product, use a service, or simply engage with friends and family through social media such as Facebook or Instagram, you are engaging in business activity. During your study of BTEC business, you will be exploring different areas of business activity: Marketing, Finance, Recruitment as well as potentially running your own event.

To give you a direct insight into the world of Business there are multiple resources you can explore and investigate to help you develop a greater understanding of the course and what it is you will be learning.

Entry criteria

To study BTEC Business you need to have good range of GCSE qualifications including Maths and English.

SUMMER TASK

Please complete the following activity;

Activity title

Investigating a real business

Learning objectives

By the end of this activity, students will be able to:

- Identify different types of businesses
- Explain business aims and objectives
- Investigate stakeholders and their influence
- Explore how businesses are organised
- Understand how external factors affect business operations
- Develop independent research and presentation skills

Activity overview

Students will work individually to research a real business of their choice. Suggested business types:

- Local business
- National company
- International company
- Public sector organisation
- Charity/social enterprise

Examples could include:

- Tesco
- Nike
- McDonald's
- Primark
- NHS
- KCOM
- Hull FC, Hull KR or Hull City
- A local café or retailer e.g. Nibble's, Beasley's

Research tasks

Students should create a short **presentation, poster, report, or infographic** (e.g. Canva) covering the following sections.

Task 1 – Business basics

Research and explain:

- Business name
- Industry/sector
- What products or services it provides
- Size of the business
- Location(s)
- Type of ownership:
- Sole trader
- Partnership
- Private limited company
- Public limited company
- Franchise
- Charity/social enterprise



Extension question

Why do you think this ownership type was chosen?

Task 2 – Business Purpose and Objectives

Identify:

- The purpose of the business
- Mission statement or company values
- Main objectives
- Examples of objectives:
 - Profit
 - Growth
 - Survival
 - Customer satisfaction
 - Market share
 - Sustainability

Task 3 – Stakeholders

Identify at least **5 stakeholders** connected to the business.

Examples:

- Customers
- Employees
- Owners/shareholders
- Suppliers
- Government
- Local community
- For each stakeholder explain:
 - Their interest in the business
 - How they can influence the business

Suggested table:

Stakeholder	What do they want	How do they influence the business
Customers	Good quality products	May stop buying products

Task 4 – Business environment

Research one internal factor and one external factor affecting the business.

Internal factors:

- Staff
- Finance
- Technology
- Leadership

External factors:

- Competition
- Economic conditions
- Laws
- Social trends



- Environmental issues

Challenge

Explain which factor has the biggest impact and why.

Final task

Students should finish with:

A short reflection

1. What did you learn about business?
2. What surprised you?
3. Would you consider working for or buying from this business? Why?

Useful Research Sources

Research source
Company websites
BBC News Business
Companies House
Statista
Business news articles
Social media pages

If you have any queries regarding your Summer Bridging Work, please contact Kerry Chapman KCH@wilberforce.ac.uk who will aim to respond before your enrolment appointment.

Kind regards



Teresa George
Faculty Head for Maths and Business