

## **BUSINESS STUDIES RESEARCH PROJECT FOR YEAR 11 2019**

This task will help you develop an understanding of the environment in which a chosen business operates in.

### **Task**

Choose any famous high street shop or online business to research e.g. Top Shop, Nike, Jaguar Land Rover, Disney, Adidas, Marks and Spencer, Apple, Sony, Game etc...

### **Investigate the following:**

#### **History of the business**

Briefly outline some background information – how and why the business started and by whom.

#### **Key Products**

What are the main products and/or services they sell?

How do they market their products/ services? (Advertise, promote and communicate with customers)

Who are their customers? (Target market) Consider: age, gender, lifestyle and status

#### **Who are their competitors and rivals?**

Outline how the competitors are different from each other, who is better at what? (Price, products, promotion) Do they aim their products at different types of customers? Is the buying environment/ experience nicer or more hassle free for the customer?

#### **Finally:**

Do you think there is a future for this company? Will it survive or die? Why?

#### **Structure**

Present the information either as a Power Point presentation (max 15 slides) or a report on a word document. (Max 500 words). Please include any visual material you think is appropriate i.e. graphs, charts, website screen shots, examples of promotion, shop front images etc.

Also include a bibliography of all websites, books or newspapers/ magazines you have read and used. You will be submitting your work in the first lesson in September 2019

