

## **AS ECONOMICS RESEARCH** **MARKET INVESTIGATION**

### **Task**

You need to spend time investigating a market. Suggestions for areas to investigate may be;

The Chocolate market	The Smartphone Market
The Supermarket Market	The Retail Coffee Market
The Energy Market	The Fast Food Market
The Housing market	The Soft Drinks Market
The Railways market	The Retail Electrical Goods Market
The Post Office	The Health and Well Being Market
The Water Companies	The Holidays and Travel Market
The Retail Clothing Market	The Airlines Market
The Car market	The Games Console Market

You can choose any other appropriate market but make sure you speak to me about it first.

### **For each market you need to find out the following;**

- Who are the main competitors/rivals in the market?
- What market share do they have?
- What are the levels of profit they make? Can you find the trend for profit of the last 3 years? You can get this on the Annual Report of the company
- What are their sales/turnover/revenue figures for the last 3 years?
- What are their main aims, objectives and mission statements?
- Have they been through any Take overs, mergers or acquisitions?
- Are there any strategies for growth you can identify?
- Is there any other information that is relevant to understanding your chosen market?
- How has the recession impacted on the market...has it had to change, if so how?
- What is the future for this market, will it survive or thrive? What do you think and why?

### **Structure**

**You must create a power point presentation of approximately 5- 15 slides.**

**Please include any graphs, charts, statistics or visual material you think is appropriate. Also include a bibliography of all websites or newspaper articles you have read and used.**

### **Deadline**

**You will be submitting your work in the first lesson in September 2019.**

### **Sources**

Websites to use are:

Tutor2U

[www.bbc.co.uk](http://www.bbc.co.uk)

Any of the newspaper sites The Times/The Guardian/ The Independent/The Financial Times

Any of the major banks and accountancy firms will also produce relevant materials.

