Business Studies

Welcome to the A-level Business course, you have chosen a subject that allows you to learn about the world of business and to apply this learning to real examples. You will follow the Edexcel specification. As part of the course, you will study four units of work which are: -

1. Marketing and People in Business
2. Managing Business Activities
3. Business Decisions and Strategy
4. Global Business

To help you be successful throughout the course, it is important to be organised. You will need a lever arch folder (you will need more as you go through the course) and dividers to split topics, post-it notes to highlight key areas and different coloured pens/highlighters to support note taking.

To help support your transfer to A-level Business, please have a go at each task below. You will need these for your first Business lesson.

I look forward to seeing you in September

Mr Potts
Head of Business and Computing

Tasks

1. Open up the link: - Niche Markets and Mass Markets | Reference Library | Business | tutor2u

2. Using the link, explain the meaning and the main characteristics of mass markets and niche markets

3. Using the information you have just put together complete the following 10-mark question:

   Evaluate the potential benefits and drawbacks for a business of targeting a niche market rather than a mass market. Use examples of businesses operating in niche and mass markets to support your answer (10 marks)

   Structure:

   a) Introduction – what are mass and niche markets?
   b) Main body of the answer should contain a debate weighing up the advantages and disadvantages of operating in niche versus mass markets.
   c) Conclusion – a justified decision as to which strategy is best for a business to pursue in your opinion.