

# AQA A-level Business: Transition Research Worksheet

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Purpose: To help you prepare for the rigour and content of AQA A-level Business through guided research, analysis, and reflection.

Instructions: Research each section in full. Use reliable sources: Official business websites, <https://www.bbc.co.uk/news/business>, <https://www.tutor2u.net/business>, <https://www.ft.com>, <https://www.businessinsider.com>, Company websites and annual reports (e.g., Tesco, Apple, Nike)

## Section 1: Business Ownership and Growth

### 1.1 What is a PLC (Public Limited Company)?

- Definition:
- 2 key features:
- 1 real-life UK example:

### 1.2 Advantages and disadvantages of becoming a PLC:

- 2 advantages:
- 2 disadvantages:

### 1.3 What is organic growth vs. external growth (e.g., merger, takeover)?

- Define both:
- Real business example of each type:

## Section 3: Marketing and Market Positioning

### 3.1 What is market segmentation?

- Definition:
- 3 common types of segmentation:

### 3.2 What is a USP (Unique Selling Point)?

- Why is it important?
- Example from a brand you use:

### 3.3 Explain the Product Life Cycle:

- Name and explain the 5 stages:
- Which marketing strategies might suit each stage?

## Section 2: Business Objectives and Strategy

### 2.1 Common business objectives:

- Profit maximisation
- Growth
- Survival
- Ethical objectives

### 2.2 What is a mission statement?

- Example from a real business:
- How does it influence strategic decisions?

### 2.3 What is SWOT analysis?

- Define each element:
  - Strengths
  - Weaknesses
  - Opportunities
  - Threats

## Section 4: Finance Basics

### 4.1 What is break-even?

- - Formula:
  - Why is it useful for businesses?

### 4.2 What are fixed and variable costs?

- - Define each:
  - 2 examples of each:

### 4.3 Research task:

- - Business name:
  - Nature of challenge:
  - Business response: