

SUMMER TASKS – GCSE TO AS TRANSITION

Subject: AS Business

Title: Business Objectives

Task(s):

- 1) Research a business of your choice
- 2) Describe what you think its main objectives are; you should choose from the following:

Profits
Growth
Survival
Ethical

You don't need to include all of these for your business: it's up to you to research who they are and what they do, and what kinds of objectives you think they are looking to achieve. You must use examples (e.g. from their website, or news outlets) to justify the points you make.

From the above explanation, evaluate what you think are the strengths and weaknesses of your chosen business.

How long should I spend on this? 2-3hrs (including research)

How will I get feedback? Work will be used and discussed in class.

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