

**A Level Business
Welcome to College Day July 2023
Summer Homework**



One of your first topics when you arrive in September will be **Entrepreneurship** - this is all about setting up new businesses. This is particularly important after a global pandemic such as Covid as there have been massive changes in the way people go about their daily lives, therefore there are great opportunities to create a new product or service that people can use.

Tasks

- 1) Research, list and explain **5 skills needed to be an entrepreneur**
- 2) **Give examples of how you have demonstrated them in your life so far** (if you have never demonstrated these skills, consider what you can do in the future to develop them)
- 3) **Research 3 new business** that have been set up (or that have succeeded) as a result of lockdown and Covid e.g. Teams. For each business, write the following:
 - a) Who are their **target market** (who they aimed at)?
 - b) What is their **Unique Selling Point (USP)** – this means what makes them better or different than existing businesses?
 - c) **What evidence is there of their success** (revenue, profit, growth, positive reviews or news articles)? Use the internet to find appropriate evidence.
- 4) Finally, write a fully developed paragraph answering the following question
“I have chosen to study Business because...”

This must be typed using Microsoft Word. Please consider the quality of your answers and presentation of your work. It will be uploaded to Teams during your first week at College.