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GCSE – Sixth Form Bridging Unit for A-level & BTEC Business Summer Term 2021

The Impact of Covid 19 on Businesses

If you are not able to print this off it can be completed on separate paper.

This work is to be completed and brought into A-level Business and BTEC Business lessons in September 2021

Coronavirus disease (COVID-19) is an infectious disease caused by a newly discovered coronavirus.

Most people infected with the COVID-19 virus will experience mild to moderate respiratory illness and recover without requiring special treatment. Older people, and those with underlying medical problems like cardiovascular disease, diabetes, chronic respiratory disease, and cancer are more likely to develop serious illness.

The best way to prevent and slow down transmission is be well informed about the COVID-19 virus, the disease it causes and how it spreads. Protect yourself and others from infection by washing your hands or using an alcohol based rub frequently and not touching your face.

At this time, there are no specific vaccines or treatments for COVID-19. However, there are many ongoing clinical trials evaluating potential treatments. WHO will continue to provide updated information as soon as clinical findings become available.

https://www.who.int/health-topics/coronavirus#tab=tab_1

Definitions

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| A customers | This is a person or organisation that buys products and/or services from a business |
| A consumer | Generally a person or household who is the end user of a product or service – they may either user or consumer |
| Firms or Businesses | These are organisations that generally sell products and services in order to make a profit, however they sometimes have other aims |

Task 1 Introduction

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The Covid-19 crisis has had a huge impact on all businesses, some businesses have had a positive experience and some businesses have had a very negative experience.

Choose a business that may have had positive or negative. Possible businesses that you might think about using are:

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|---------------|----------------|------------------------|---------------|
| Greggs | Nissan | TopShop/ TopMan | Tesco |
| Aldi | B&M | Hays Travel | Nandos |
| Amazon | M&S | Boohoo | Etc. |

Write 10 bullet points to introduce/ describe the business you have chosen – what products/ services do they provide? When were they established? Where are they located? How many stores/ branches do they have? How many employees do they have?

Carry out research and then write 10 bullet points to describe how your business was impacted by the Covid-19 crisis and the changes that were enforced e.g. did they have to close? Did they do well during the crisis?

Task 2 Marketing

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| Marketing Department | This department is responsible for carrying out market research and then using this information to ensure the business is meeting the customer needs. This department is also responsible for carrying out a marketing campaign to ensure customers are aware of the products or services that the business is selling and the campaign will also be encouraging the customers to buy them. |
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Your business is coming up to the end of Covid-19 crisis and it is confident that it needs to move forward with an effective marketing campaign. Decide on 5 possible ways that your business could advertise itself - assess the advantages and disadvantages of the business using each method

E.g. Method 1 – Social media – which social media platform would you recommend the business using – explain why. What age group and characteristics of customers would you be trying to target? What message would you be trying to get across to the customers? What would you be putting on the social media platform to get that message across? Advantages of using social media for your business, disadvantages of using social media for the business.

Method 2 – Television Adverts – What channel? What would go into your advert? What time would the advert be placed to get the right audience? What are is good for your business about using TV adverts? What is not so good about using television adverts?

Method 1 – Describe (2 – 3 bullet points) and the assess the method (6 – 7 bullet points)

Method 2 – Describe (2 – 3 bullet points) and the assess the method (6 – 7 bullet points)

Method 3 – Describe (2 – 3 bullet points) and the assess the method (6 – 7 bullet points)

Method 4 – Describe (2 – 3 bullet points) and the assess the method (6 – 7 bullet points)

Method 5 – Describe (2 – 3 bullet points) and the assess the method (6 – 7 bullet points)

Task 3 Finance

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| Finance Department | The Finance Department manages the money within the business. They will monitor the money coming into the business through sales (selling products and services) and will check the money going out of the business (paying for bills, costs). This is noted in their accounts; profit and loss, cash flow etc. |
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Research the above advertising methods and how much they might costs a business.

Your business has set aside £100,000 to carry out a marketing campaign, decide how the business should spend this money on advertising in Sunderland– note that the whole £100,000 must be spent.

| Description | Amount of the £100,000 |
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| e.g. radio campaign - Capital FM, at breakfast and between 17:00 – 19:00 for 3 weeks | £30,000 |
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| TOTAL | £100,000 |

Now explain why you have chosen to spend your money on 3 of your chosen methods – 5 bullet points for each method.

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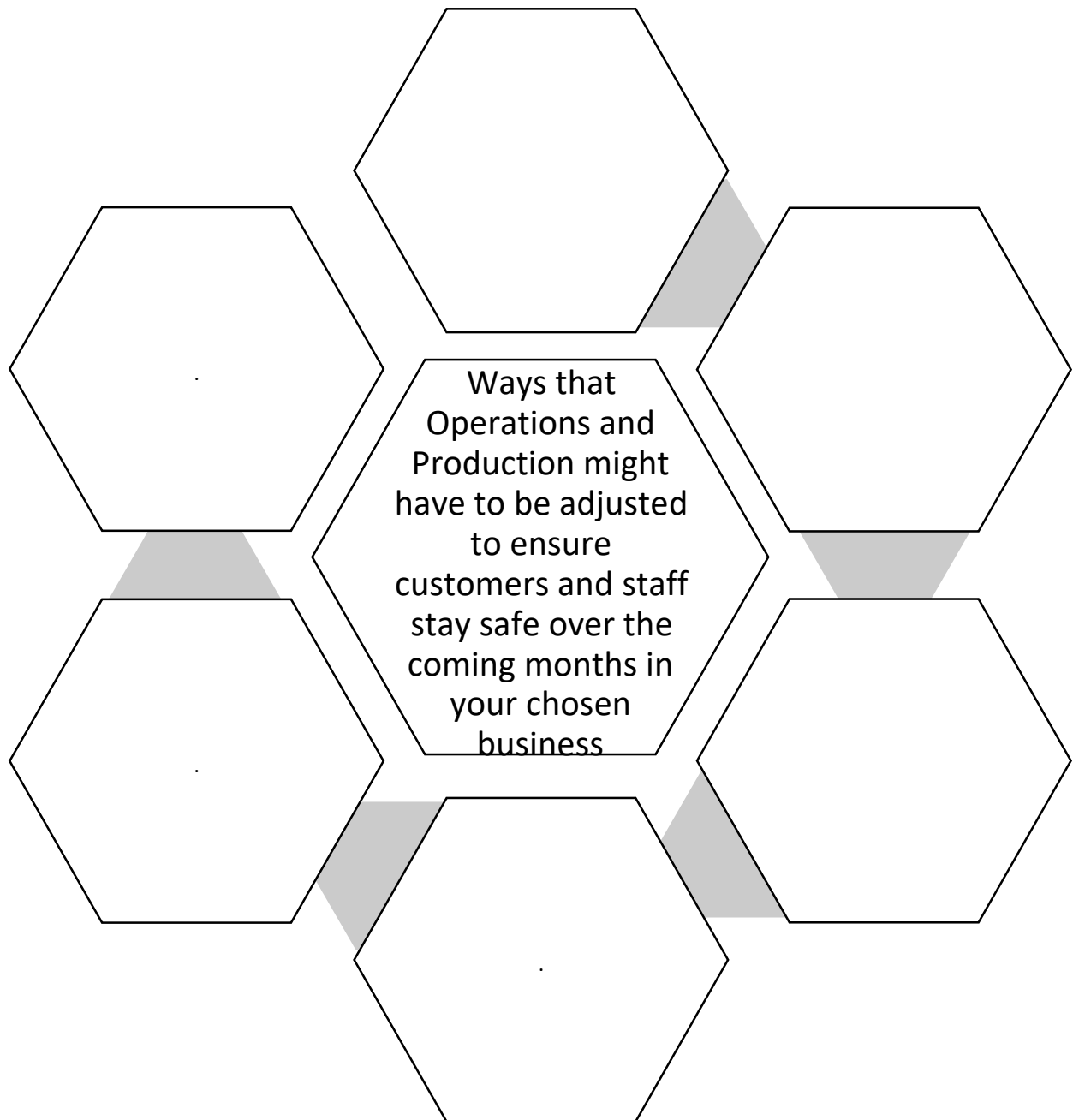
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Task 4 Operations/ Production

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| Operations Department | This is the process of providing/ producing the product or service that the business sells in the most effective way possible and to the highest quality possible. |
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Moving forward, the business needs to consider how it is going to ensure the working practices are safe for the next few months for both the employees and the customers who potentially come to their store to be cautious with the Covid-19 virus still.

Carry out some research into methods the business could use (other businesses might be using or your business might already be using) in its factories, kitchens, warehouses, shops, restaurants etc. What are employees going to have to do? What are customers going to be asked to do?



Task 5 Human Resources

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| <p>Human Resources Department</p> | <p>The HR department is responsible for looking after the people who work in the business, this includes; recruitment and selection (taking on new staff), training the staff (new and existing), supporting departments in motivating their staff and supporting the business with redundancies and disciplinary action.</p> |
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Post- Covid 19 your business needs to take on some additional employees to work with their customers (e.g. factory floor worker, waitress, crew member etc) decide where you would like to put a job advert and explain why

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| <p>Type of job advert</p> | <p>Explain why...</p> |
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Research the things that go into a job advert and then choose 6 things that need to go into your job advert:

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The business will need to develop a job description and person specification. In the following table, make a list of the tasks that the new employee will be required to do (5 bullet points - job description) and the characteristics, skills and qualifications (5 bullet points - person specification).

| Tasks, Roles and Responsibilities | Characteristics, skills and qualifications |
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Task 6 - Stakeholder

Stakeholders are any people or organisations who affect or have influence over a business

Decide how 6 of your business' stakeholders have been impacted by your business facing the Covid-19 crisis and how your business dealt with the issue (2 – 3 bullet points each)

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| Owners | Suppliers |
| Employees | Local Community |

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| Customers | Government |
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Task 7 – PESTLE

Through the COVID-19 crisis and beyond, the business will face a number of things from outside the business, this will include issues from the Political issues (government), Economic, Social, Technological, Legal and Environmental issues. How will your business deal with the following issues:

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| Political – the government stops spending money on benefits and business support 1 months after the lock down | Economic – the economy goes into a recession following the Covid-19 crisis |
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| <p>Social – As a result of Covid-19, customers are now very aware that they need to do their part in staying healthy.</p> | <p>Technological – the expansion of 5g mobile technology expands rapidly</p> |
| <p>Legal – Increased regulations to ensure that all businesses can track where all of their supplies comes from and that hygienic, safe and ethical practices are used in the supply chain are maintained, no matter which country their supplies originate from.</p> | <p>Environmental – Post-covid-19 customers are now very aware of the huge impact they are having on the environment and are choosing to buy from businesses who are the most ethical in this area.</p> |