



# Edexcel A Level Business


## Year 11 into Year 12 Transition Booklet



**CRITICAL OR LOGICAL THINKING**  
The ability to deduct, hypothesise, reason and seek supporting evidence.



**SELF REGULATION**  
The ability to monitor, evaluate and self-correct.



**META-COGNITION**  
The ability to knowingly use a wide range of thinking approaches and to transfer knowledge from one circumstance to another.



**PRACTICE**  
The ability to train and prepare through repetition of the same processes in order to become more proficient.



**CREATIVE AND ENTERPRISING**  
The ability to be open-minded and flexible in your thought processes; demonstrate a willingness to innovate and invent new and multiple solutions to a problem or situation; adapt your approach according to needs; surprise and show originality in your work, so developing a personal style; be resourceful when presented with challenging tasks and problems, using your initiative to find solutions.

Student name:

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Form:

.....

Tutor name: Mrs Sira

Room: W103

# Introduction

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This guide is a checklist of what you will be covering in this unit with an outline of the objectives. This guide will help you organise your work

## Staffing

Head of Business: Mrs N Sira

Class Room: W103

Teacher email: [nsira@hwga.org.uk](mailto:nsira@hwga.org.uk)



## Aims

- help students fulfil their potential through studying a wide range of business & economics related topics
- develop students' future work-related and employability skills.

## Objectives

The courses enable students to :-

- develop independent thinking skills
- solve problems and develop decision-making whilst understanding the dynamics of business activity and the influence this has on decision-making processes within a business
- apply their knowledge and understanding to different business contexts ranging from small enterprises to large multinationals and businesses operating in local, national and global contexts
- develop an understanding of how these contexts impact on business behaviour.

## Summer Flip Learning Tasks

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*In September, you will focus on Theme 1 Marketing and People. This theme enables students to understand how businesses identify opportunities and to explore how businesses focus on developing a competitive advantage through interacting with customers. Students develop an understanding of how businesses need to adapt their marketing to operate in a dynamic business environment. This theme also considers people, exploring how businesses recruit, train, organise and motivate employees, as well as the role of enterprising individuals and leaders.*

*please read the topics and answer the flip learning questions. Do not worry if you cannot answer all the questions however please make sure you attempt all questions. Please bring these completed booklets to your first lesson. There will be a short base line test to see what you have learnt when you start in September.*

*See you in September!*

*Mrs Sira*

## Topic 1.1 Meeting Customers Needs

Subject content	What students need to learn:
1.1.1 The market	a) Mass markets and niche markets: <ul style="list-style-type: none"><li>○ characteristics</li><li>○ market size and market share</li><li>○ brands</li></ul> b) Dynamic markets: <ul style="list-style-type: none"><li>○ online retailing</li><li>○ how markets change</li><li>○ innovation and market growth</li><li>○ adapting to change</li></ul> c) How competition affects the market
1.1.2 Market research	a) Product and market orientation
1.1.3 Market positioning	a) Market mapping

## Breakfast Cereal Challenge

Over the last few years there have been various studies into child obesity in the UK. Did you know that 25 percent of boys and 33 percent of girls aged between two and 19 years are overweight or obese?

Obesity currently costs the country around £2 billion annually and shortens lives by nine years, due to the associated health problems.



### Task Brief

You have been approached by a major food producer within the UK to help them to design and promote a new healthy range of breakfast cereal aimed at children aged 2 – 12. The new cereal must contain less than 4% fat and must have less than 1 gram of sodium and 10 grams of sugar per portion to help keep within recommended daily allowances. The idea behind the cereal range is to encourage children to eat a healthy breakfast every morning as it has been shown that children who skip breakfast do not perform as well at school and have a tendency to eat more sugary foods, damaging their health and affecting their weight.

You have to think of a plan to market the new breakfast cereal range and make sure that it not only makes a profit but that it also takes market share away from the company's main competitor.

You will need to complete your own research to back up the viability of the cereal being a success.

[Breakfast cereals in the UK - statistics and facts | Statista](#)

[Kellogg's Marketing Strategy & Marketing Mix \(4Ps\) | MBA Skool](#)

### Task 1 - write a general plan for the new breakfast cereal

Your plan should include the following information **but you do not have to go into great detail at this stage.**

1. Name of the new cereal
2. Brief description of the breakfast cereal / cereal bar
3. What makes your cereal different from anything else on the market already?
4. How much will you charge for the product? Will it be more or less than competitor products?
5. Will it have any offers attached to it to try to persuade customers to try the product?
6. Where would you sell the cereal / cereal bar?
7. How will you advertise and promote the cereal?

## **Task 2 – Designing the new cereal product**

Now that you have finished all of your research you need to come up with the final design for the new breakfast cereal product. It needs to include:

- The name
- The type of cereal / cereal bar (wholegrain/oats/sugared/nutty etc)
- How you decided upon the design for the new cereal

[Kellogg's rebrands breakfast cereals to make them 'instantly recognizable' \(bakeryandsnacks.com\)](http://bakeryandsnacks.com)

## **Task 3 – Pricing the cereal product**

You need to explain the pricing strategy that you will use for the new breakfast cereal range. You may wish to start with one strategy while the product is new to the market and then adopt another one after it has been around for a while. You must explain the pricing strategy and why it will be suitable – the advantages and disadvantages. Use the research that you carried out in tasks 2 and 3 to help you with this task.

[The different pricing strategies used by businesses - Price - Eduqas - GCSE Business Revision - Eduqas - BBC Bitesize](#)

## **Task 4 – Design the packaging for the new cereal product**

Using existing packaging – turned inside out – or by constructing your own design, you need to produce the packaging that will be used for the new cereal product. You must also explain what the purpose of packaging is and why yours is suitable. Remember that it is aimed at younger children do it must be suitable and easy for them to open! Make sure that the packaging looks authentic by including:

- Best Before Date
- Nutritional information
- A barcode

## **Task 5 – Where to sell the new cereal product**

You need to explain where you will sell the new cereal product and why this is a suitable place. How will it help the company to reach the maximum number of customers and try to take market share away from its competitors? Are there any tricks that you can use to make sure that your cereal is the most visible in the chosen retail outlet?

## **Task 6 – Advertising the new cereal product**

Design a suitable advert for the new cereal product. This could be for the television, radio or a paper based advertisement for a magazine, newspaper or billboard. You need to think about suitable places to advertise the cereal product as it is aimed at children but you need to target their parents as well.

Your advertisement must emphasize what is different about your cereal, the benefits of it and why parents should buy it for their children. Explain why your advert is suitable and what the advantages and disadvantages of this type of advertisement are. To gain extra marks you could research into the costs of different places to advertise and why this needs to be considered.

## **Task 7 – Promoting the new cereal product**

Decide how you will promote the cereal to the children that it is aimed at. Will you link it to a favourite TV character? Does it have a free gift attached to it? Can you collect tokens towards something? Will you give out free samples / money off vouchers at retail outlets? How will the different promotional techniques ensure that the cereal is successful?