***A-level Business Studies Transition Work***

**In year 12, you will learn about:**

* Understanding the nature and the purpose of businesses and how they operate in an external environment
* Analyse the key decisions taken by managers and leaders to help improve business performance
* Understand markets and customers

**What can I do this summer?**

Entrepreneurs

1. **Research** an *entrepreneur* of your choosing, you may choose to use the internet, newspaper articles, videos or books to accompany your research
2. **Write** a report about your *chosen entrepreneur*. The report can take *any format* you feel is appropriate. You can write it as an essay, newspaper article, presentation, video, mock interview etc.

Can you guess who the following entrepreneurs are?

Success Criteria:

**Make sure you include all of the following areas in your report.**

* Why have you chosen this entrepreneur?
* Their background – where did they go to school, what did their parents do etc.
* How did they become an entrepreneur? E.g. did they start a business at university? Did they have a market stall?
* Why did they choose to set up their own business? What inspired them?
* A brief history of their company / companies / product. E.g. how did they get the money, where did they get the idea, how did they launch it etc.
* Were there any problems along the way?
* What is their life like now? What keeps them motivated?
* What can you learn from them? This is KEY – what have you learned from their experience & how would this help you if you were to set up your own business?

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