

### Task 1 – Business Winners & Loser

View the link/s given for each business and complete the tables with detailed findings;

Business One: Zara

Link: <http://uk.businessinsider.com/why-zara-is-crushing-the-retail-industry-2016-5>

<p><b>What</b> has happened, which topics from Year 12 does this link to?</p>	
<p><b>Who</b> have or may be affected e.g. stakeholders?</p>	
<p><b>Why</b> has this happened? Analyse the situation</p>	
<p>Your judgement on the situation</p>	
<p>Questions?</p>	

Business Two: Disney

Link: <https://www.thewaltdisneycompany.com/disney-launches-innovative-new-e-commerce-destination-prototype-store-design/>

<b>What</b> has happened, which topics from Year 12 does this link to?	
<b>Who</b> have or may be affected e.g. stakeholders?	
<b>Why</b> has this happened? Analyse the situation	
Your judgement on the situation	
Questions?	

Business Three: Lush

Link: <https://www.theodysseyonline.com/why-lush-cosmetics-is-business-genius>

<b>What</b> has happened, which topics from Year 12 does this link to?	
<b>Who</b> have or may be affected e.g. stakeholders?	
<b>Why</b> has this happened? Analyse the situation	
Your judgement on the situation	
Questions?	

## Task 2

“Are WH Smith the next name to disappear from the High Street ?”

<https://www.bbc.co.uk/news/business-44274654>

You are to produce an essay that looks at the current state of WH Smith incorporating the following:

Paragraph 1	Define a key term relevant to the question
Paragraph 2	<p><b>Point</b> – answer the question directly with a knowledge point (<i>To some extent, I think WH Smith may be the next name to disappear from the High Street because...</i>)</p> <p><b>Evidence</b> – use evidence from the article to support your knowledge point (<i>In the article it states...</i>)</p> <p><b>Analysis</b> – develop 3 chains of logical argument to analyse why the point you have made will lead to the failure of WH Smith (<i>this means... therefore... as a result...</i>)</p> <p><b>Link back to question</b> – summarise your point with evaluation whilst linking back to the question</p>
Paragraph 3	<p><b>Point</b> – answer the question directly with a knowledge point (<i>However, to some extent I don't think WH Smith will be the next name to disappear from the High Street because...</i>)</p> <p><b>Evidence</b> – use evidence from the article to support your knowledge point (<i>In the article it states...</i>)</p>

	<p>Analysis – develop 3 chains of logical argument to analyse why the point you have made will lead to the failure of WH Smith (<i>this means... therefore... as a result...</i>)</p> <p>Link back to question – summarise your point with evaluation whilst linking back to the question</p>
Paragraph 4	<p>Answer the question with a judgement (<i>Overall, I think WH Smith will/will not be the next big name to disappear from the high street.</i>)</p> <p>Justify judgement including a summary of your previous point and an additional point to sway your argument (<i>I think this because... I also think this because...</i>)</p> <p>It depends on – think about why your judgement may change/why others may disagree with you (<i>However, whether they do survive or not may depend on...</i>)</p>

### Task 3

Within the first couple of weeks of you returning as a year 13 student you will look at topic 3.7.3 assessing the existing internal position of a business to assess strengths and weaknesses – overall performance. In this topic you will look at different ways to assess Business performance. To help you do this you will be introduced to two new theories; Kaplan and Norton’s Balanced Scorecard and Elkington’s Triple Bottom line. In preparation for learning on this, please complete the following:

Watch the video tutorial on Kaplan and Norton and answer the questions that follow:  
<https://www.tutor2u.net/business/reference/business-strategy-kaplan-nortons-balanced-scorecard>

1. Draw and fully label Kaplan and Norton’s Balanced Scorecard
2. What is the focus of the financial perspective?

3. Give an example of a KPI that may be used in regards to the financial perspective.
4. What is the focus of the customer perspective?
5. Give an example of a KPI that may be used in regards to the customer perspective.
6. What is the focus of the internal processes perspective?
7. Give an example of a KPI that may be used in regards to the internal processes perspective.
8. What is the focus of the organisational capacity perspective?
9. Give an example of a KPI that may be used in regards to the organisational capacity perspective.
10. Give two benefits associated with Kaplan and Norton's Balanced Scorecard.
11. Give two drawbacks associated with Kaplan and Norton's Balanced Scorecard.

Watch the video tutorial on Elkington's Triple Bottom Line and answer the questions that follow: <https://www.tutor2u.net/business/reference/corporate-social-responsibility-elkingtons-triple-bottom-line>

1. Draw and fully label Elkington's Triple Bottom Line theory.
2. What does profit measure?
3. What does people measure?
4. What does planet measure?
5. Give two benefits associated with Elkington's Triple Bottom Line.
6. Give two drawbacks associated with Elkington's Triple Bottom Line.

Using the articles given, how do you think the following businesses assess performance in regards to Elkington's Triple Bottom Line? I.e. do they focus purely on profit? Do they focus on all 3 P's and are therefore sustainable? Is focus on two of the P's?

<b>Business</b>	<b>How do they assess performance in regards to Elkington?</b>	<b>Why do you think this?</b>
McDonald's <a href="https://news.sky.com/story/mcdonalds-to-start-phasing-out-plastic-straws-from-its-uk-restaurants-11306411">https://news.sky.com/story/mcdonalds-to-start-phasing-out-plastic-straws-from-its-uk-restaurants-11306411</a>		

MADI <a href="http://www.bbc.co.uk/news/business-41097280">http://www.bbc.co.uk/news/business-41097280</a>		
Shell <a href="http://www.bbc.co.uk/news/world-africa-42151722">http://www.bbc.co.uk/news/world-africa-42151722</a>		
Innocent <a href="https://www.bbc.co.uk/news/business-43542605">https://www.bbc.co.uk/news/business-43542605</a>		

British American Tobacco <a href="http://www.bat.com/group/sites/uk_9d9kcy.nsf/vwPagesWebLive/DO52AD7G">http://www.bat.com/group/sites/uk_9d9kcy.nsf/vwPagesWebLive/DO52AD7G</a>		
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