

Fearnhill School - A Level Business Studies Bridging Project

In order to get a head start when studying business, it is vital that you can understand the business environment as this affects all other areas. As we are currently lockdown, businesses are experiencing very different and trying times and are having to adapt their practices or are suffering financial hardship.

Some businesses are unable to adapt due to the government restrictions. These businesses include hairdressers, pubs, bars, function rooms, hotels and some sport and leisure facilities/venues.

Task 1 – COVID 19 Winners and Losers

Research and observe 6 different businesses activity during the current lockdown. Explain what is happening to each business and how (and if) they have adapted their services & products to meet the lockdown regulations. These need to be split into 2 tables – Winners and losers.

Winners

Name of Business	Activities before lockdown	Activities during lockdown	Reasons for success
1.Amazon	Mail delivery service of a large range of goods and services such as Amazon Prime	Same service. Delivery drivers leave goods at the door to practice social distancing Priority services at the start of lockdown to NHS staff and ensuring the delivery of goods to essential services	Amazon adapted their work practice so that they could enforce social distancing Extra demand for services due to people trying to keep isolated so aren't visiting shops. Large retail outlets have been forced to close which means online orders are in higher demand. Amazon have taken on more drivers to ensure that all deliveries are made on time Amazon have invested \$800 million worldwide in order to adapt safety measures so they can stay open. This includes the development of thermal scanners.

Losers

Name of Business	Activities before lockdown	Activities during lockdown	Reasons for success
1.Shell	Sale of fuel to commuters, haulage companies and airlines.	Decreased the price of fuel to a 5 year low.	Businesses are forced to close and suspend operations, which means there is much less demand for fuel. Shell have large oil contracts to complete so they are selling the fuel at lower prices than they are purchasing it for.

Task 2 – Stakeholders

Stakeholders are anyone that has an interest or is affected by a business. They fall into 2 categories, Internal and External.

You need to look at Sainsbury's and examine their stakeholders. **You will need to be able to identify who they are and what they want from the business.** You can do this on a PowerPoint presentation or on a Word document.

1. You need to **describe each stakeholder** at Sainsbury's
2. You need to **explain what they want** from Sainsbury's.
3. What is their **influence** on Sainsbury's **how do they contribute toward its success?**
4. How has their **relationship with the company changed since Covid-19?**

Internal

- Managers
- Employees
- Owners

External

- Suppliers
- Competitors
- Customers
- Debtors - People who owe Sainsbury's money
- Creditors – People who Sainsbury's owe money to

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Managers –

1. Managers at Sainsbury's are on different levels from department management all the way up to store and area management and even up to the directors of the company. They are in charge of the day-to-day running of the business and make the business decisions. They oversee the operations on ground level and ensure that the business runs smoothly, effectively and most importantly efficiently.
2. Managers want to be given support from the owners and the employees so that they can do their job effectively. They want job security as recently managerial posts at the company have been made redundant. They also want training and future career prospects.
3. They make key decisions at store level such as ordering levels, staff employment and what products to sell. They also look at quality control of each store to ensure their service is the best it possibly can be.

4. Managers are currently having to manage their work force a lot more closely to ensure they follow social distancing. They may also be struggling with staffing levels due to illness so they have had to employ more staff in order to be able to cope with the staffing changes.

Managers need to ensure that they have successful deliveries from suppliers so they can meet the demands of the customers. They have also made more delivery slots for home delivery so that they can deliver food to those who aren't able to get to the store. Do the best that you can for each of the stakeholders. Research will help you. There are lots of newspaper articles and YouTube videos on how supermarkets are meeting the needs of the stakeholders.

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- .. This includes the development of
- <https://www.bbc.co.uk/news/business-52483353>
- <https://www.theguardian.com/business/2020/apr/30/sainsburys-bosswarns-coronavirus-disruption-will-last-until-mid-september>
- <https://www.sainsburys.co.uk/gol-ui/delivery-prioritisation>

Task 3 – Aims of Sainsbury's PLC

- <https://www.about.sainsburys.co.uk/about-us/our-vision>

You need to look at the **aims** and **objectives** of Sainsbury's and do the following:

1. Briefly explain what they are and what they are doing to achieve them.
2. How does the aim help Sainsbury's to be successful?

You need to use the website above to help you.

You need to look at the following areas:

- A. Health
- B. Sourcing
- C. Environment
- D. Community
- E. Our Colleagues

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Health – Sainsbury's want to increase the quality of food in customers' trollies and baskets. They want to do this so that they will be seen as a quality food provider which will give them the edge over their competition. If Sainsbury's do this then they will be able to justify their higher prices which will lead to more revenue and more profit.

Task 4 – Ownership of Sainsbury's PLC

1. Research and explain what a 'Public Limited Company' (PLC) is.
2. Who are the main owners of Sainsbury's?
3. What do shareholders want from Sainsbury's?