AQA A-Level Business Transition Worksheet: Get Ready to Be a Business Boss!

Welcome to A-Level Business!

This worksheet is your first step into the exciting world of business, where you'll learn how companies like Greggs, ASOS, and even TikTok make big decisions to succeed. Designed for students starting the AQA A-Level Business course, this fun and interactive worksheet will take about **1.5–2 hours** to complete. You'll explore key ideas from Units 1–6, watch short videos from Tutor2U, and tackle activities to get you thinking like a business leader. Grab a pen, your phone, or a laptop, and let's dive in!

Instructions

- Aim to spend 1.5–2 hours total. Each section has an estimated time.
- You'll need internet access to watch the Tutor2U YouTube videos (links provided).
- Answer the questions on paper or type them up. Be creative, especially in the final task!
- Have fun, get curious, and start thinking about how businesses work in the real world.

Section 1: Why Do Businesses Exist? (20 minutes)

What's it about? Businesses are everywhere, from your local café to global giants like Apple. Let's explore why they exist and what they aim to achieve.

1. **Watch this video and answer the question below**: Tutor2U – Purpose & Objectives of Businesses

Pay attention to different business objectives like profit, growth, and social aims.

How might a global company's objectives be the same or indeed different to a small local charity?

2. **Quick Quiz** (circle the correct answer):

a) What is a **sole trader**?

   a. A) A business owned by shareholders
   b. B) A business owned by one person
   c. C) A not-for-profit organisation

Answer: _______

b) Which of these is a **social objective** for a business?

   d. A) Maximising profit
   e. B) Reducing carbon emissions
   f. C) Increasing market share

Answer: _______

3. Imagine you're starting a business selling customised phone cases. What would be your **main objective** (e.g., profit, growth, or something else) in the first year, and why? (2–3 sentences)

Your Answer: ____

Section 2: Are You a Boss or a Leader? (20 minutes)

What's it about? Great businesses need great leaders. Let's find out what kind of leader you could be!

1. **Watch this video** (4:05): Tutor2U – Leadership Styles

Note the differences between autocratic, democratic, and laissez-faire leadership.

2. Draw a line to match each scenario to the correct leadership style.

Scenario	Leadership Style
A manager at a fast-food restaurant makes all decisions without asking staff.	Democratic
A tech startup encourages employees to work freely and creatively.	Autocratic
A fashion brand's team votes on new designs together.	Laissez-faire

3. You're the manager of a Greggs store. A customer complains about a cold sausage roll, and your team is arguing about who's at fault. Would you use an **autocratic** or **democratic** leadership style to solve this, and why? (2–3 sentences)

Your Answer: ____

Section 3: Marketing Magic (25 minutes)

What's it about? Marketing is how businesses like ASOS grab your attention. Let's see how they do it!

1. **Watch this video** (2:45): Tutor2U – The Marketing Mix: The 4Ps

Focus on Product, Price, Place, and Promotion.

2. **Multiple Choice**:

Which part of the marketing mix is ASOS focusing on if they launch a new sustainable clothing line?

   a. A) Price
   b. B) Product
   c. C) Promotion
   d. D) Place

Answer: _____

3. You're marketing a new energy drink aimed at UK teens. Suggest **one idea** for each of the 4Ps:
   a. **Product**: What makes your drink special? (e.g., unique flavour)
   b. **Price**: How much would it cost, and why? (e.g., affordable for teens)
   c. **Place**: Where would you sell it? (e.g., supermarkets, online)
   d. **Promotion**: How would you advertise it? (e.g., TikTok campaign)

Your Answer:
   e. Product: ____
   f. Price: ____
   g. Place: ____
   h. Promotion: ____

Section 4: Operations – Making It Happen (20 minutes)

What's it about? Operations is about making products efficiently, like how Costa Coffee gets your latte to you fast.

1. **Watch this video** (3:30): Tutor2U – Lean Production

Learn about Just-In-Time and how it saves businesses money.

2. **True or False**:
    a. Just-In-Time means keeping lots of stock in a warehouse. **True / False**
    b. Lean production helps businesses reduce waste. **True / False**

Answers: _______ , _______

3. A local bakery wants to use Just-In-Time to make fresh cakes daily. What's **one benefit** and **one risk** of this approach? (2 sentences)

Your Answer:

   a. Benefit: ____
   b. Risk: ____

Section 5: Show Me the Money! (20 minutes)

What's it about? Businesses need to manage money wisely. Let's try a simple financial task.

1. **Watch this video**: Bizconsesh – Break-even Analysis

Understand how businesses figure out when they'll start making a profit.

2. **Break-even Calculation**: A student sells homemade bracelets.
    a. Fixed costs: £100 (tools and materials)
    b. Selling price per bracelet: £5
    c. Variable cost per bracelet: £2

Calculate the **break-even point** (how many bracelets they need to sell to cover costs).
Hint: Break-even = Fixed Costs ÷ (Selling Price – Variable Cost)
Your Answer: Show your working:

Break-even point: _______ bracelets

3. Bang-Bang Burgers sells fast food at UK Music Festivals. At the start of the festival Bang-Bang Burgers offers 8 different meal combos at eight different prices. On the last night of the festival, Bang-Bang discounts it's prices by 50% to ensure they are not left with unsold burgers. Why might a breakeven analysis chart not work for Bang-Bang Burgers?

Your Answer: ____

Section 6: Happy Workers, Happy Business (15 minutes)

What's it about? Keeping employees motivated is key to success, whether at Tesco or a small startup.

1. **Watch this video** : Tutor2U – Motivation in Theory: Herzberg

Learn about motivators (e.g., achievement) and hygiene factors (e.g., salary).

2. You're the manager of a bubble tea shop. Name **one way** you could motivate your staff using Herzberg's theory (e.g., a motivator or fixing a hygiene factor). Explain why it would work. (2–3 sentences)

Your Answer: ____

Bonus Creative Task: Be the Entrepreneur! (20 minutes)

Imagine you're pitching a business idea to the Dragons' Den panel. Create a mini-business idea for a product or service aimed at UK teens. In **100–150 words**, describe:

- What your business does (e.g., a new app, a trendy product).
- Your target market (e.g., 13–18-year-olds).
- One marketing idea (e.g., how you'd promote it).
- One way you'd keep employees motivated.

Your Answer:

Well Done!

You’ve just taken your first steps into A-Level Business! What was the most interesting thing you learned from this worksheet? Share your worksheet with your teacher when you start the course. Get ready to dive deeper into the world of business this September!