



Coombe Wood Year 12 Bridging Work - A level Business

SUBJECT: Business Studies

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We recommend you purchase the following resources for this subject area:

[AS and A-Level Business: Edexcel Complete Revision & Practice with Online Edition](#)

All bridging work must be completed by 25/9 and forms part of your Pupil Passport at Coombe Wood Sixth Form.

BRIDGING TASKS

All tasks must be completed on one Google or Word document, with clear sub-heading identifying each task.

Task 1: Core Business Vocabulary

Understanding the exact vocabulary of business is crucial for scoring highly on Edexcel exam case studies. For each of the eight key terms below, you must:

- 1. Write down its precise definition in a business context.**
 - 2. Write an extended paragraph analyzing a real-world example of a company that demonstrates this concept.**
- Stakeholders
 - Revenue
 - Net Profit
 - Cash Flow
 - Productivity
 - Supply and Demand
 - Market Size
 - Market Share



Task 2: Financing a 21st-Century Startup

Starting a new business is highly capital-intensive. Modern entrepreneurs have access to traditional funding as well as digital-era financing methods.

Research the following seven methods of finance:

1. Owner's Capital (Internal)
2. Bank Loan
3. Venture Capital
4. Share Capital (Equity)
5. Leasing
6. Peer-to-Peer (P2P) Lending
7. Crowdfunding

For each method, you must produce a detailed profile containing:

- A clear definition.
- Two distinct advantages and two distinct disadvantages for a startup.
- A real-world example of a UK startup or business that successfully used this method to grow.

Task 3: Business Resilience & The Modern Economy

Watch the following short documentary/report on the collapse and transformation of the high street:

[Why China's Shein is beating ASOS, H&M and Zara at fast fashion](#)

Answer the following in detail:

1. Analysing the "On-Demand" Supply Chain

Based on the video, explain how Shein uses real-time data analytics and a vertically integrated network of small manufacturers to minimize excess inventory. Contrast this with how traditional retailers like H&M or Zara historically predict fashion trends months in advance.

2. The Mechanics of Competitive Advantage

Identify and explain two reasons outlined in the video that allow e-commerce giants to maintain lower prices and faster production turnarounds than established UK high street brands like Next or ASOS.



Task 4 - Functions of a large business

All large businesses will have various functional areas. A functional area is a department or group of personnel tasked with a specific organisational function. The main functional areas within a business are:

- Human resources
- Finance
- Operations
- Marketing
- Logistics
- Procurement

You need to research the roles and responsibilities of each functional area and write a paragraph for each, explaining what they do. Use Asda's functions and departments to help you with your explanations:

<https://www.asda.jobs/everything/we-do/departments>

Extra Activities

Below you will find a list of things to read, watch or listen to in order to broaden your knowledge of business. We do not expect you to explore all of them but have a look and see what takes your interest!

Documentaries

- **Inside the Factory (BBC iPlayer)** – Fantastic for understanding Operations Management and productivity.
- **Amazon: What They Know About Us (BBC iPlayer / YouTube)** – Evaluates customer data and market dominance.

Films

- **The Founder – The story of McDonald's.** (Excellent for understanding Franchising and Business Growth).
- **The Social Network – The founding of Facebook.** (Perfect for understanding Market Disruption and Venture Capital).
- **Air – How Nike signed Michael Jordan.** (Brilliant look at Marketing, Branding, and Risk-taking).
- **The Big Short – An entertaining look at the financial crisis.** (Advanced insight into Global Markets and Risk).