

A Level Business bridging tasks

Activity 1: Mass & Niche Markets

Watch the Two Teachers' video about 'Mass & Niche Markets Explained' then complete the tasks below to apply your knowledge. (Questions produced by two teachers) [Video Link: Mass and Niche Markets](#)

1. Describe what a mass market is.
2. Provide four examples of different demographics companies can target with a product or service.
3. Describe who products in a niche market are aimed at.
4. Assess the features that make Nescafe Original a mass market product.
5. Whilst watching the advantages and disadvantages of operating in a mass market write down the advantages and disadvantages along with a description.
6. Explain what a niche market is.
7. Assess how Vivo Magic Coffee has used the features of their product to target a niche market.
8. Whilst watching the advantages and disadvantages of operating in a niche market write down the advantages and disadvantages along with a description.
9. Perform research on two businesses/products of your choice. One that targets a mass market and one that targets a niche market. **Justify** by using statistics and the features of the product to explain how you know each product is aimed at a mass and a niche market.

Activity 2: Initial Numeracy assessment (Questions from Tutor2u limited)

1. Balti Towers is an Indian takeaway that also offer a delivery service. Last year, the business delivered 1,400 curries. This year, the owner estimates that they will deliver 1,512 curries. **Calculate the estimated percentage increase curry deliveries.**
2. School of Choc is a confectionary manufacturer located in County Durham. The business employs 120 staff. The ratio of male to female staff is 2:3. **Calculate how many female staff School of Choc employs.**
3. Jimmy Chews is a sweet shop located in Wetherby. This year, the owner estimates that the business, which also sells soft drinks, will sell 3,360 cans of coca cola, 5% more than last year. **Calculate how many cans of coca cola Jimmy Chews sold last year.**
4. Bubblicious is a hot tub manufacturer located in Chester. Their hot tubs retail for £4,500. The manufacturing cost per hot tub is $\frac{2}{5}$ of the selling price. **Calculate the cost of manufacturing one hot tub.**
5. Melchester Rovers Football Club can seat 42,000 spectators. Last week, when they played Harrogate Town, there were 36,960 spectators. **Calculate the percentage of empty seats.**
6. A family of four, on holiday in the UK from Spain, visited the 'Whale of a Time' sea life centre in London. The total entrance cost for the family was £90. **Assuming an exchange rate of £1: €1.08, calculate the total entrance cost in Euros.**
7. Loft in Space, a manufacturer of loft insulation, took 80 of its employees on a two-day team building trip to an outdoor activity centre in the Lake District. The total cost of the trip was £9,600. The accommodation cost per employee was $\frac{3}{5}$ of the total cost per employee. **Calculate the accommodation cost per employee.**
8. Graham Riley is an employee of Father Treads, a business that specialises in car tyres. Graham attends a meeting at Head Office, travelling 60 kilometres each way. Graham is entitled to claim travel expenses at 45p per mile. **Based on the assumption that 10 kilometres is equivalent to 6 miles (approximately), calculate how much Graham is entitled to claim.**
9. Car-tastrophe is a car showroom based in Stanhope. The business consists of one manager and 3 salesman, Jim, Jon and Joseph. Each month, a sum of money is paid as a bonus and is divided in the ratio of the number of cars each salesman has sold. Jim sold 7 cars, Jon sold 8 cars and Joseph sold 9 cars. Joseph received £1,125. **Calculate how much money Jim and Jon received.**
10. Wooden it be Lovely is a small manufacturer of wooden children's toys. Last week, the business produced 32,000 toys, of which 40% were checked for quality. Of the 40% checked, $\frac{1}{5}$ had a defect. **Calculate how many wooden toys were found to not have a defect.**

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Activity 3: Talking Business – ‘Live stream shopping –

<https://www.bbc.co.uk/iplayer/episode/m001xtbm/talking-business-29032024> Watch the episode and answer the following questions. (The questions are in order of watching the episode)

Questions:

1. How as the convenience of home shopping changed with the advent of the internet.
2. What is live stream shopping?
3. What is the benefit of live stream shopping to the customers?
4. How quick could items sell out with the use of live stream shopping?
5. When and where did Live stream shopping start?
6. What is the value of live stream shopping trade in China and what is the number of live stream shoppers?
7. What is driving the boom of live stream shopping?
8. What are the global predictions of the live shopping market in 2024. What are the predictions for the USA in 2026?
9. Companies that use live commerce strategies say shoppers are more likely to buy a product through a live stream shopping event than standard online shopping. **How many times more?**
10. Which age group accounts the highest % of shoppers?
11. What is the key benefit of live shopping according to retailers?
12. What is the attraction of live shopping to customers in China? (5mins 35secs in the programme)
13. What is a multi-dimensional way of shopping?
14. Which businesses/brands would live shopping not benefit?
15. How will the way that we shop in brick and mortar stores change?
16. What do influencers do when they are representing a brand or product?
17. What other advances can we expect to see in the world on online shopping?
18. 80% of new e-commerce struggle to survive. How can small businesses compete?