



Introductory A Level Business Summer Homework

In light of how you are spending your Summer compared to previous years, it only seemed fitting to set a task that requires you to investigate and analyse the current climate for retail businesses.

You are expected to spend around two hours on the tasks below which need writing or typing out. **You will not be allowed into the first lesson without it**, so make sure you bring your completed work with you.

1. Definitions

Find a definition of the **boston matrix**, a **product lifecycle** and a **product portfolio** (topic 1.3 marketing strategy) and of **external influences** (topic 2.5 external influences). Give at least four examples of external influences.

2. Data Collection

Pick a business of your choice and find information on the following:

- Background information of the business
- A list of at least five products that they sell
- A brief history of the products (how long they have been around for, how many versions/ changes they have been through etc.)
- The current market they are in
- How the pandemic has affected at least three external influences
- What issues they are facing in this market from these external influences
- How they have adapted to current external influences

3. Data Analysis

- Draw out the product lifecycle, indicate where they fit on the product lifecycle and explain why you think they are in that position
- Make a recommendation of how to extend the product lifecycle for at least two of the business's products and why you think your ideas would work for the business
- Your view on how they are dealing with the current external influences
- If they are not dealing with these very well, what do you recommend they do to improve?