

## Year 11 into 12 Transition Work – A Level Business

### Not on the high Street?

You only have to walk down your local high street or look at the news to see that the retail industry is in trouble. You are to conduct research into one of the following businesses:

- Jamie Oliver restaurant chains
- Debenhams
- John Lewis
- Primark

1. Give a brief history of your chosen business and explain the position it is in now.
2. Using PESTLE (political, economic, social, technical, legal, environmental) analysis, explain the factors that have caused problems for the retail industry and your chosen business in particular.
3. Using your knowledge of the 4Ps of Marketing, outline the current, or latest, marketing mix and suggest how this could be improved to overcome, and take advantage of, the threats and opportunities identified within your PESTLE analysis.
4. Evaluation – which of the PESTLE factors is the most important? Which change(s) to the Marketing Mix will have most impact?