



GCSE Business Studies



National Business Research Project

Name

Class

Introduction

- Choose one **national** business; this means a business that operates throughout the United Kingdom.
- Carry out in-depth research into this business, using the questions within this document as a guide.
- Your research is likely to be completed online for this assignment. Your research is, however, unlikely to come from one single source and you are likely to have to do some hunting around on websites to find as much detail as possible on your chosen business. Apart from sources, avoid copy and paste when completing this work.
- If you cannot answer most of the sections for this project, then you would be advised to choose a different national business to focus your attention on.

Which **national** business have you chosen to research?

Research the **history** of the business; where did this business start and how did it get to what it is today? Include **ownership** types within your answer (current and previous).

How do the functional areas **communicate** with one another **inside** the business? Give example scenarios of when the functional areas within the business will need to communicate with one another.

Who do the functional areas communicate with **outside** of the business? How do they communicate with these groups of people?

Which methods of communication do you think are **most important** to the business? Why?

Make a list of the **stakeholders** this business has. Rank them in order of importance from the most important to the least. Say what interest each group of stakeholders has in the business.

Which groups of stakeholders might **conflict**? How? Give two examples.

How does this business **attract new customers**?

How does the business try to **retain** (keep) **existing customers**?

Give the names of two **laws** that have an impact on this business. How does each law have an impact on the business?

Do you consider this business to be a **success**? Give reasons for your answers.

What do you think the **future** holds for this business? Why?