

WELCOME TO YEAR 12 BTEC BUSINESS SUMMER PROJECT

In this project we are going to explore a business and its relationship with the external environment.

Task 1

What is the purpose, size and scope of the business and any other relevant information?

Task 2

Find the businesses Corporate Social Responsibility (CSR). What are their main objectives in this area and why do they have them?

Task 3

Who are the businesses competitors how are they different to the business you have selected.

Task 4

Evaluate the success of your selected business, consider its strengths and weaknesses before coming to a conclusion.

THIS WORK SHOULD TAKE APPROXIMATELY 5 HOURS