

Business Induction Tasks

Welcome to Business. Both Mr Howard and myself look forward to meeting you all in September.

Complete the following research tasks in preparation for our first lesson:

- **A famous entrepreneur:** What are they famous for, their worth, relevant background information?
- **A successful Marketing Campaign:** Why was it successful? How do you know it was successful (evidence)?
- **Current economy:** How is the current economy affecting businesses and people e.g. Cost of Living Crisis, Interest rates and Inflation?
- **Recent Industrial Action:** Why is industrial action happening? What is the relationship between employer, employees and the Government?
- **A profitable company:** Choose a profitable company. Find data and information to support your choice.