

## UNIT 1: THE BUSINESS ENVIRONMENT

This unit will be based on two contrasting organisations, Willen Hospice and Tesco PLC. During this unit you will study the type of organisation, its structure and purpose and also how the economical, political, legal and social environment impacts on them.



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## **Section One**

### **PASS (P1)**

Describe the type of business, purpose and ownership of two contrasting businesses

- P1/a Describe what type of business Willen Hospice is.
- P1/b Describe the purpose of Willen Hospice. Include Willen Hospice's aims, objectives and business activities.
- P1/c Describe the ownership of Willen Hospice.
- P1/d Describe what type of business Tesco is.
- P1/e Describe the purpose of Tesco. Include Tesco's aims, objectives and business activities.
- P1/f Describe the ownership of Tesco.

## **Section Two**

### **PASS (P2)**

Describe the different stakeholders who influence the purpose of two contrasting businesses

- P2/a Describe the groups or individuals who are interested in or affected by Willen Hospice.
- P2/b Describe the groups or individuals who are interested in or affected by Tesco.

**MERIT (M1)**

Explain the points of view of different stakeholders seeking to influence the aims and objectives of two contrasting organisations

- M1/a For the stakeholders of Willen Hospice described in P2/a you must do the following:
1. Explain what the stakeholder wants or needs from Willen Hospice.
  2. Explain how the stakeholders wants or needs are met by Willen Hospices aims and objectives.
  3. Explain how the stakeholders can influence Willen Hospice.

- M1/b For the stakeholders of Tesco described in P2/b you must do the following:
1. Explain what the stakeholder wants or needs from Tesco.
  2. Explain how the stakeholders wants or needs are met by Tescos aims and objectives.
  3. Explain how the stakeholders can influence Tesco.

**DISTINCTION (D1)**

Evaluate the influence different stakeholders exert in one organisation

- D1/a For Tesco's stakeholders described and explained in P2 and M1 you must:
1. Rank them in order of influence.
  2. Analyse why one stakeholder has more influence than the other.

3. Find a piece of evidence which supports your view.
4. Evaluate whether the piece of evidence is reliable and valid.

### **Section Three**

#### **PASS (P3)**

Describe how two businesses are organised

- P3/a Draw an organisational chart for Willen Hospice.
- P3/b Underneath the organisational chart describe what each function, group or individual does.
- P3/c Explain how Willen Hospice makes plans for the future. Link this process to the chart, and include aims and objectives.
- P3/d Draw an organisational chart for Tesco.
- P3/e Underneath the organisational chart describe what each function, group or individual does.
- P3/f Explain how Tesco makes plans for the future. Link this process to the chart.

### **Section Four**

#### **PASS (P4)**

Explain how their style of organisation helps them to fulfil their purposes

- P4/a Using the organisation chart from P3 do the following for Willen Hospice:
1. Explain where the mission or values, and the aims and objectives of the business come from.

2. Explain how the aims and objectives are met by the different functions/groups/individuals in the business. Use three examples.

P4/b Using the organisation chart from P3 do the following for Tesco:

1. Explain where the mission or values, and the aims and objectives of the business come from.
2. Explain how the aims and objectives are met by the different functions/groups/individuals in the business. Use three examples.

### **Section Five**

#### **PASS 5 (P5)**

Describe the influence of two contrasting economic environments on business activities within a selected organisation

P5/a Describe the business cycle and the characteristics of each stage.

P5/b Describe what influence the recession stage would have on Tesco. Include inflation, interest, demand, supply, global interaction.

P5/c Describe what influence the boom stage would have on Tesco. Include inflation, interest, demand, supply, global interaction.

#### **MERIT 2 (M2)**

Compare the challenges to selected business activities within a selected organisation in two different economic environments

M2/a For Tesco during a recession do the following:

1. Analyse what might happen to Tesco's promotion? Why?
2. Analyse what might happen to the products Tesco might sell? Why?
3. Analyse what might happen to the supplies Tesco get or suppliers they use? Why?

M2/b For Tesco during a boom do the following:

1. Analyse what might happen to Tesco's promotion? Why?
2. Analyse what might happen to the products Tesco might sell? Why?
3. Analyse what might happen to the supplies Tesco get or suppliers they use? Why?

## **Section Six**

### **PASS 6 (P6)**

Describe how political, legal, and social factors are impacting upon the business activities of the selected organisations and their stakeholders.
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P6/a Describe how government support for businesses and being a member of the EU have an impact on Tesco's activities and it's stakeholders (think about Tesco's activities in the UK and abroad).

P6/b Describe how having laws protecting consumers and employees and having laws that ensure fair competition impact on Tesco's activities and it's stakeholders (think about Tesco's activities in the UK and abroad).

P6/c Describe how changes in demographics have had an impact on Tesco's activities and its stakeholders (think about Tesco's activities in the UK and abroad).

### **MERIT 3 (M3)**

Analyse how political, legal and social factors have impacted on the two contrasting organisations.

M3/a Choose 3 business activities which you mentioned were impacted in P6 for Tesco. Analyse whether Tesco has adapted to meet these changes (think about Tesco's activities in the UK and abroad)

### **DISTINCTION 2 (D2)**

Evaluate how future changes in economic, political, legal and social factors may impact on the strategy of a specified organisation.

D2/a What changes are happening or might happen in the future that may impact Tesco's activities in the UK and abroad? How will they impact Tesco in the UK and abroad? Use evidence of changes to help you do this, and evaluate the reliability and validity of the evidence.

D2/b Make recommendations on how Tesco could change their business activities in the UK and abroad so that they still continue to meet their aims.