

## Triple Business

Please complete the below work in preparation for your start at Franklin this September.

This work should be brought with you to enrolment and your first day at Franklin.

If you aren't attending enrolment on site please just bring this when you first come to the college in September.

This should be completed in time for enrolment, work can be in a written or electronic format.

Any questions please contact our admissions department – [admissions@franklin.ac.uk](mailto:admissions@franklin.ac.uk)

### **Task 1**

Watch one of the 'inside' programmes on Channel 5 about one of the following businesses:

Nandos

Harrods

Cadburys

Aldi

Waitrose

DHL

Put together a news article that includes the following:

- What made the business a success?
- Did they have any issues and how did they tackle these?
- What does the future look like for the business?

### **Task 2**

Carry out further research on your business and create an information sheet outlining the details below:

Mission statement, aims and objectives

Sector that they operate in and the value of that sector

Who are their competitors and are they better or not as good as your chosen organisation?

How much is the business worth?

Can you find sales/ revenue for the last five years and identify any trends/ what this means?

Does the company have a reputation as a good employer?

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Research opinions about their brand image

Have they had any negative news stories in the last five years?

Have they had any positive news stories in the last five years?

In summary would you say it is a successful business and why?

<b>Resources</b>	Please feel free to use any resources/ websites you find useful. The company website for your chosen organisation can help.
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Presentation	All work should be hand written. Please make sure this is presented as neatly as possible and given in at enrolment.
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