

Business Bridging Work 2023

You need to investigate **two** businesses from the following:

Ryanair, Innocent, Tesco, Primark, Marks & Spencer, Boots, Starbucks, Tata Steel, Sports Direct, Amazon, ASOS.

Find the following:

- **Type of ownership**
- **No of employees**
- **Target Market**
- **Aims & Objectives**
- **Profit levels in the last three years**

Write a short article (no more than 2 sides of A4) discussing which business you consider to be more successful. Explain what criteria you used to measure this success.

We suggest you use the company website AND newspaper articles online

TASK 2

Covid-19 is going to cause a momentous impact on businesses.

Add an additional page of work to the article on how the businesses you selected have been impacted, and how they have reacted to the crisis.