



## **A Level Business Transition Work**

### **Theme 1 Introduction**

#### ***Topic 1: Mass and Niche Marketing***

##### ***Task 1:***

Watch the video on mass and niche marketing and make notes

<https://www.youtube.com/watch?v=OV2zbaMr-c>

##### ***Task 2:***

Complete the worksheet below and self-mark

[Edex 59 Niche vs Mass Markets](#)

#### ***Topic 2: Product v Market Orientation***

##### ***Task 3:***

Watch the video on product and market orientation and make notes

<https://www.youtube.com/watch?v=QtkSp3UIYP4>

##### ***Task 4:***

Complete the worksheet below and self-mark

[Edex 51 Market v Product Orientation.doc](#)

#### ***Topic 3: Market Segmentation***

##### ***Task 5:***

Watch the video on market segmentation and make notes

<https://www.youtube.com/watch?v=BdQIJAx58F4>

##### ***Task 6:***

Complete the worksheet below and self-mark

[Edex 49 Market segmentation.doc](#)



**Theme 2 Introduction**

***Topic 4: Sources of Finance***

***Task 7:***

Watch the videos on Sources of Finance and make notes

[Sources of Business Finance Explained | Bank Loans, Trade Credit, Share Capital, Overdrafts & More \(youtube.com\)](#)

[Sources of Finance for Growing and Established Businesses | Internal and External Sources Explained \(youtube.com\)](#)

***Task 8:***

Complete the worksheet below and self-mark

[Edex 90 Sources of finance.doc](#)

***Topic 5: Business Costs***

***Task 9:***

Watch the video on Fixed & Variable Costs and make notes

[Fixed, Variable & Total Costs | Business Costs \(youtube.com\)](#)

***Task 10:***

Complete the worksheet below and self-mark

[Edex 34 Fixed and Variable Costs](#)

***Topic 6: Calculating Profit***

***Task 11:***

Watch the videos on Calculating Profit and make notes

[A level Business Revision - Profit \(youtube.com\)](#)

[Calculating Profit \(youtube.com\)](#)

***Task 12:***

Complete the worksheet below and self-mark

[Edex 10 Calculating Profit \(Unit 1\).doc](#)