






Welcome to Business Studies at Scarborough 6th Form. We are delighted that you have decided to choose to study with us and are really looking forward to seeing you in September. You don't need to have studied Business previously, but we have prepared a series of little tasks that will help you prepare for the start of the course. Submit them to your teacher when you start. Have a great summer!

Task 1)





Research Tasks

Complete the table below:

Logo	Name the company	What is their share price?	What products do they make?	How much profit did the make last year?
				
				
				
				
				

TASK 2

In the boxes below, name the person and say how they might influence have an influence on how British Businesses operate.

	
	
	
	(This is a hard one – google the TUC!)

Task 3)

What are the currencies in the countries below and how much are they compared to the British Pound?

Country	Name of the currency	Price compared to the Pound?
China		
Japan		
US		
Australia		
Brazil		

Task 4)

What is the current base rate of interest set by the Bank of England?

What is the target rate of inflation for the Bank of England?

What does the Consumer Price Index measure?

What does Hyperinflation mean?

Who would want an increase in interest rates? A saver or someone hoping to secure a mortgage? Explain why?

The Bank of England is sometimes called the Old Lady of Threadneedle street. Do you know why?

Task 5)

In the space below – draw a basic Supply and Demand Diagram.

Label it with the following

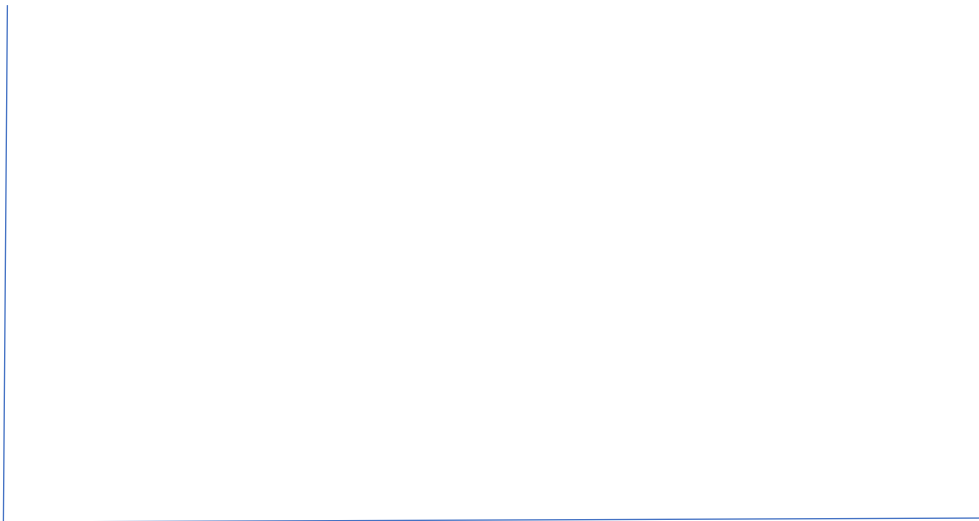
Supply

Demand

Price equilibrium

Price

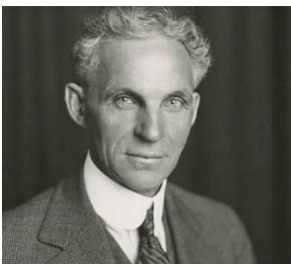
Quantity



Extension task

If you are feeling very clever – show a movement along the line where the price has gone up!

Task 6 What famous quote did Henry Ford say about market research?



Task 7) Read the extract below and answer the following questions.

M&S expects cyber-attack to last into July and cost £300m in lost profits

Marks & Spencer has said it will take an estimated £300m hit to profits this year from a damaging cyber-attack that it expects to disrupt its online business into July.

Its chief executive, Stuart Machin, confirmed that “threat actors” had gained access to the retailer’s systems via one of M&S’s contractors using “social engineering” techniques, which can include posing as a staff member to fool a helpdesk.

“They used heavily sophisticated techniques,” he said, adding that the incursion was quickly spotted over the Easter weekend and the business was ready with a plan after a simulation exercise of an attack last year.

M&S revealed more details of the cyber-incident alongside its annual trading figures, which showed underlying profits rose by a better-than-expected 22% to £876m in the year to 30 March.

The company said it had more than £400m of net funds in the bank so that it had been “in the best financial health we’ve been in 30 years” before the hackers hit. It said it aimed to halve the financial impact of the attack to about £150m through insurance, cost reductions and other actions.

Machin said the hack was not down to a weakness in M&S’s IT systems and access had been gained via a third party. That contractor is understood to be Tata Consulting Services (TCS), which manages M&S’s helpdesk among other IT services. Two employee logins were used as part of the breach, according to a Reuters report, for which TCS declined to comment.

Machin said he expected the business to “recover at pace” from the disruption, with its website expected to reopen “within the next few weeks” and probably to begin selling in all product categories before July.

“If anything, the incident allows us to accelerate the pace of change as we draw a line and move on,” he said.

He dismissed fears of a hit to shoppers’ confidence in the business, saying the retailer had been “very transparent” about the problem and had passed on information swiftly.

Machin said M&S’s food was now selling well but that clothing and homeware sales in stores were “softer than we would like”, having been disrupted by the closure of the website.

He acknowledged that £300m – about two-thirds of which is down to lost clothing sales, according to analysts – “does sound like a big number” but he described the hit as a “one-off” that was “not significant” to the business as a whole.

Machin said there were no plans to offset the cost with job cuts or to reduce store refurbishments or openings, which include nine new food stores and two full-line outlets planned this year.

The business is bringing forward IT investment and will carry out two years of work on updating its systems in six months, partly aided by the forced shutdown of its website and online distribution centre, which made bringing in new technology simpler.

Analysts said they expected to cut profit forecasts for this year by at least 10%.

The UK's biggest clothing retailer, which also sells food and homeware, has been battling to recover for a month since its IT systems were hit over the Easter weekend. The attack forced M&S to [stop orders](#) via its website, through which it sells fashion, homeware and gifts, while deliveries of food and fashion into stores and some deliveries to its online food partner, Ocado, have also been disrupted.

M&S has admitted that some personal information [relating to thousands of customers](#) – including names, addresses, dates of birth and order histories – was taken in the cyber-attack.

Machin thanked customers and staff for their support. He said the business was now “focused on recovery, with the aim of exiting this period a much stronger business”.

“We started the new financial year as we finished the last, with sales growth ahead of budget across both businesses,” he said.

The figures showed that the cyber-incident interrupted a strong period of trading for M&S. Overall sales were up by 6% to £13.9bn over the year to 30 March. Food sales rose by almost 9% to £9bn, while fashion and homeware increased by 3.5% to £4.2bn.

The company did not give a figure for how much sales had fallen since the attack.

After including one-off costs such as a £248.5m write-down on the valuation of its Ocado Retail joint venture and £84m in costs of shutting and refurbishing stores, the company's pre-tax profits fell by 24% to £511.8m.

The attack, which has been attributed to the hacking collective [Scattered Spider](#), emerged days before similar cyber-attacks were reported against [the Co-op](#) and [Harrods](#).

Task 7) Questions

Briefly summarise what happened to Marks and Spencer and what are the consequences for the business?

How much profit did Marks and Spencer make last year?

How much did they estimate they lost in sales?

Analyse what Marks and Spencer could have done to reduce the impact of the cyber attack?

