

Business Summer Activity

Issue Date: July 2020

Due Date: 4th September 2020

During the summer break you are expected to complete the tasks detailed below. All tasks relate to Unit(s) you will be studying in the first year at Shrewsbury Colleges Group and will contribute to your first assignments. Your Tutor(s) will be requesting your work during your first week at college.

Task 1:

During your first couple of weeks at College you will be working in teams to undertake different tasks. In a team, members are usually allocated different roles which contribute to meeting the objectives of the team.

Your task is to follow on the link below and research 'Belbin's 9 Team Roles' identifying each of the roles and a short description of each. <https://www.belbin.com/>



Task 2:

There are many people, organisations and groups who have interests in different businesses and are affected by the actions of a business. These are called 'Stakeholders'. Different stakeholders include:

- Customers
- Suppliers
- Local Community
- Pressure Groups
- Government



You are to provide a definition for each of the above stakeholders and describe the interest they would have in **Tesco**.

Task 3:

As part of your course you will be undertaking a Unit called Introduction to Marketing. In order to prepare for this unit you must fully research the following and identify examples in relation to two different types of businesses.

- Role of a Marketing Department
- Ansoff's Matrix
- Marketing Mix (the 4 Ps) https://www.youtube.com/watch?v=oC_7g1qik60 Follow this link to watch a short YouTube video on the Marketing Mix

Please ensure your work is presented in an organised way and ensure your name and titles are on each page.

Good luck and see you in September.