



## Business Studies

# Saint Benedict Catholic Voluntary Academy-Sixth Form



## Staff members

- **Mr Fox**
- **Mr Barker**

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## Y12 content

### Autumn

- **Unit 1 Financial Planning & Analysis inc Costs, revenue, profit & loss, Cashflow, breakeven, Financial Statements and ratios – working toward Jan exam**

### Spring

- **Unit 2 – Business Dynamics – assignment based on Merlin Entertainments**
- **Unit 3 – Entrepreneurial Opportunities – assignment based on a business plan**

### Summer

- **Re-sit opportunity for Finance exam- submit all assignments.**
- **Commence Year 13 work - assignment**

## Y13 content

### Autumn

- **Re-cap unit started in summer term**
- **Unit 4 Managing & leading people inc management, leadership, change, motivation, power, organisational structure – January exam**

### Spring

- **Continue Business planning module from Y12**
- **Commence Marketing Unit – develop a marketing plan and materials.**

### Summer

- **Re-sit Jan exam if needed**
- **Submit all assignment units for Y13**

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Opportunities (use supporting evidence from your external environment forces folder)
<p>As the number of people currently using social media is very high, it would be beneficial to Merlin to advertise using social media as it can reach a wide range of people, who could be interested in visiting a Merlin attraction, so it will attract new customers, which will increase Merlin's revenue. Furthermore, social media keeps people following the business' account up to date on all the latest promotions and discounts, which will encourage repeat custom, which will increase Merlin's revenue. Moreover, social media allows Merlin to talk to their customers directly, which will help Merlin identify customer preferences and any weaknesses they should focus on improving to improve customer satisfaction, which will help build a positive brand reputation which will attract even more customers to Merlin, which may also improve Merlin's competitive advantage and possibly their competitive position.</p> <p>Another opportunity may be to invest more money into finding the best people to constantly improve Merlin's website to make the ecommerce experience better and easily accessible as an increasing number of people are buying online. This would have many benefits such as it could attract new customers that like to buy online and may even attract them away from Merlin's competitors, as it would increase their competitive advantage, because it makes it seem like Merlin is a very established business, which may increase Merlin's competitive position. Furthermore, it may help increase the amount of ecommerce sales, which may help Merlin operate more efficiently as there will be less queues of people buying on the day at the attraction and is open 24/7 for booking.</p> <p>Another opportunity may be to invest money into banks when interest rates are high as this would mean this money would build up a lot of interest which would increase the value of it, to increase the amount of money Merlin has. However, if interest rates are low businesses may look into buying capital resources because if they buy on credit, the amount of interest built up won't be too high, so it will be cheaper than if the interest rates were higher. This would mean the Merlin's costs would be lower than buying the same things at higher interest rates, and their profit would be higher.</p>
Threats (use supporting evidence from your external environment forces folder)
<p>When interest rates are high people have less money to spend because the interest on their bank loans are high, so they will want to save more money and be less likely to go on days out to attractions like Merlin, which will reduce Merlin's sales and revenue. Also, high interest rates means that interest on Merlin's loans will build up a lot, which may increase their costs especially as Merlin is highly geared, so have a lot of bank loans. This may lead to lower profit and less people investing into Merlin, which eventually could lead to Merlin Entertainments failing if they are unable to repay the loans.</p> <p>Another threat to Merlin is inflation because inflation could cause their suppliers increasing their prices, which would increase Merlin's costs, which will decrease their profit. To respond Merlin may increase their prices, however this can have downsides as customers sensitive to price may go to Merlin's cheaper competitors, which would decrease Merlin's revenue and competitive position as their competitive advantage may have decreased. This threat would be especially bad if Merlin import from suppliers from other countries. This is because inflation can weaken the country's currency, which mean Merlin will have to pay more money per unit of supplies, which would further increase Merlin's costs and decrease their revenue.</p> <p>Furthermore, although customer review websites can be good advertising, they can also lead to a decrease in Merlin's sales. This is because Merlin can't control how many bad reviews are put on the websites, so if there is a lot of bad ones, it may put people off the idea of visiting a Merlin attraction as it damages their brand perception, which would decrease Merlin's sales and revenue.</p>

Description of Merlin Entertainments' organisational type	Explanation of how of Merlin Entertainments' organisational type could have helped it to:
<p>In business there are 5 main types of Organisation. These were created by Henry Mintzberg. The first type is 'the Entrepreneurial Organisation'. This is a simple and vertical structure that has a centralized decision making system by those at the top of the business. It has direct supervision of its sectors by the leaders within the hierarchy. The second type of organisation is 'the Machine Organisation' also known as the 'Bureaucracy'. This organisation has its employees spread out between multiple divisions, which means that there is not much training needed for the work to be completed to a high standard. It also has a formal hierarchy that has formal procedures and processes. The third organisation type is 'the Professional Organisation'. This is an organisation that has lots of highly trained professionals who have freedom over their own job (autonomy). The employees are responsible for their work and if it's completed to a high standard or not. However within this organisation there is often checks to make sure that the business is running correctly and that the employees are happy. The fourth organisational structure is 'the Divisional Organisation'. This means that some divisions in this business are given autonomy. Within this organisation there is also a vast amount of products which are often spread around the world. Also in this business there is a main team at the top of the hierarchy that control the whole business. The fifth organisation is 'the Innovative Organisation'. This organisation has a very weak structure that mainly relies on flexibility of its teams. The teams in the organisation need to have high levels of motivation and need to be skilled and trained correctly in order to complete the work to a high standard.</p> <p>I believe that Merlin entertainment is an organisation in the form of the 'Divisional Organisation'. As a business, Merlin have several products spread out across the world in 24 countries. Merlin is also a Decentralized business who have multiple sectors who complete work alongside the main board of directors who oversee everything.</p>	<p>Exploit market opportunities</p> <p>Merlin can monitor its competitors to try and work out what they are doing to improve the amount of customers. This means that they can see what is trending at the time, what customers like and dislike and what is popular within the different age ranges of customers that Merlin attract. This encourages customers to visit Merlin's parks as there is lots of different attractions for different ages. Because Merlin is a Divisional organisation, their employees are able to focus on the different areas that they work in. for example, people working in the human resources division, only have to focus on HR rather than having to manage different parts of the business alongside that department. This means that Merlin can work well because their employees work efficiently to complete tasks within their divisions.</p> <p>Operate efficiently</p> <p>Merlin Entertainments can operate efficiently through many different ways. Firstly, they use many different sectors which involve teams, supervisors and managers. They also have a main board of directors who are at the top of the hierarchy. This board is made up of the CEO, managers and other important figures within the business – including the main shareholders. These people oversee the business and look at the way it's being ran to check its being ran effectively and that all work is being completed to a high standard. Merlin also relies heavily on good communication throughout the divisions. This means that all of the employees are able to communicate with their managers and team leaders easily, to express concerns and raise awareness of problems that maybe arising.</p> <p>Motivate staff</p> <p>To motivate staff, Merlin use Autonomy. This allows the staff to have some freedom over their work and complete it at a suitable pace. It means the employee has responsibility over their job and how much effort they put in. If the employee works hard, the work will get done quicker and to a higher standard which means they may get more appraisal for their work. This means motivation is increased as the employee realises that they can get their work done quicker and have a less stressed time at home rather than worrying about work and meeting deadlines.</p> <p>Merlin's staff also have access to a free 'Magic Pass' which allows the employee along with some family/friends free access into the parks. It means that the staff have to work hard during their probation period to get the pass and then afterwards they must keep their motivation for work up in order to retain the pass.</p>

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**Exam board: AQA  
Extended Certificate in  
Applied General Business**

**Exam specifics  
1 exam and 2 pieces of  
coursework in each of  
years 12 & 13**



## Entry requirements

**5 GCSEs at Grade 4 or above. Must include English Language and Maths**



## Career pathway link

<https://www.ucas.com/ucas/after-gcses/find-career-ideas/explore-jobs?f=/job-subjects/business-studies>



**Thank you for visiting our subject.  
If you have any questions, please contact**

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