




Taster Day -

Business

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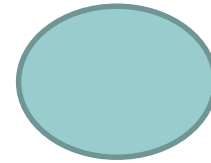
Mr T Sparrow – [tis@](mailto:tis@)

# What is Economics?



Type in the 'chat' box 2 things you think the study of Business is:

You have one minute...



# Introduction

**Business** is the study of decision making.



You will need good basic mathematical skills and good analytical skills.



Essay writing is required too!





What will you study?



Theme 1: Marketing and People

Theme 2: Finance, Operations and External Environment

**Year 13**

Theme 3: Global Business

Theme 4: Decision Making

+ Global Industry focus

Assessed by three 2 hour exams Summer 2022

# Why are profits in Soft Drinks Markets so high?



Please type some  
comments and thoughts  
in the chat box

# Profits in Soft Drinks Markets

## Example: Why Profits are High in Soft Drinks

- A “licence to print money”
- Customers and suppliers have little power
- High brand awareness & loyalty = less desire for substitutes
- High barriers to entry (economies of scale)



# Profits in Soft Drinks Markets



\$4 billion wiped-off market value!

# Why are profits in Airline Markets so low?



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# Why are profits in Airline Markets so low?



# Why are profits in Airline Markets so low?



## **Low industry profits associated with:**

Strong suppliers

Strong customers (buyers)

Low entry barriers


Many opportunities for substitutes

Intense rivalry

# What is Direct to Consumer - DTC?



# What is Direct to Consumer - DTC?



DTC is now becoming more popular with established brands like Adidas, Nike and Under Armour

Nike are reviewing their relationships with retailers such as Sports Direct

DTC allows companies like Adidas to improve profit margins (Sports Direct get to keep up to 50% of the retail price)

## Student comments:

- My favourite subject!
- Engaging lessons, involves everyone
- Good, enthusiastic teaching, challenging and interesting
- Lessons always incorporate something fun. I have enjoyed the subject since the start of the year.
- I enjoyed the relaxed style of teaching and the fact we can ask questions in discussion
- Good balance of exams, learning, quizzes
- My only subject that has numbers and words!



# Learning Process / Support

- Resources are placed on Teams
- Each week reading and tasks are set
- Expected that 4 hours are spent on tasks/studying per week outside the classroom
- We use Ezy Economics for extra support and knowledge acquisition



# July to September

- Read...!!
- Books, articles in a Broadsheet Newspaper
- Follow me on Twitter:
- **BWS\_KerrEcon&Biz**
- @kerrbiz



# Books

- 50 Things that Made the Modern Economy – Tim Harford
- The Everything Store – Amazon – Brad Stone
- Business for Punks – James Watt
- Amazon Unbound - Brad Stone
- The Upstarts – Brad Stone