

## Gateway work – Business

The UK has been badly affected by the pandemic and more recently the current cost of living crisis.

Complete the below questions in writing:

1. What is the cost of living crisis? When did it start? What caused it? Perhaps you could research some inflation figures?
2. How does this impact businesses?
3. Does it have the same impact on all businesses? Give examples of businesses that are continuing to be successful despite this.
4. Will some industries be affected more than others? Might some fail?
5. What is the impact of the crisis on customers and their spending?

A potential useful link to assist with the above:

<https://www.instituteforgovernment.org.uk/explainer/cost-living-crisis>

Using the below link, read through the article and briefly summarise the effect of the cost of living crisis on budget supermarkets. How are the big supermarket chains responding to potential loss of customers?

<https://www.dailymail.co.uk/news/article-12012019/Cost-living-crisis-Aldi-Lidl-win-supermarket-war.html>

Using the below link, read through the article and briefly summarise the effect of the cost of living crisis on the fast fashion industry. How might this differ from the supermarket industry?

<https://businessplus.ie/news/cost-living-fast-fashion-trends/>

To extend your research, walk round Sheffield High Street, Fargate and/or The Moor and gather potential evidence which could indicate the cost of living crisis is affecting Sheffield.

How could retail businesses respond?