

A Level Business: Context table

Studying A Level Business means that you need to write in context, which means using words and phrases that are specific to the business you are studying rather than generic terms. Complete the grid below to add context for each business example. The Tesco example has been completed to help you. Try to add two examples of your own and context for both of them. Remember to bring this table completed to your first lesson in September.

Business concept	Tesco	Primark	City Taxis	boohoo	Deliveroo	Toyota		
Products	Groceries Fruit and veg							
Industry	Supermarket							
Customers	Families buying the weekly shop							
Competitors	Asda Morrisons							
Fixed cost	Rent for the supermarket building							
Variable cost	Cost of purchasing carrier bags							
Manager	Frozen Food section manager							
Leader	Tesco CEO: Ken Murphy							
Stakeholders	Local community next to the store							