

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 | Aldi | Microsoft | 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 | | | | | | | |