**A Level Business Transition Task 2**

**Business Analysis**

Choose a business with which you are familiar; which has plenty of links on the internet and a lot of information available about it.

Research the business and create a report which describes the business and identifies the market opportunities it offers in the next few years.

This report should include:

* The name, a brief history of it and a description of the main purposes of the business
* Description of the key brands – locations; the type of people the business is aimed at.
* Key statistics especially finances such as revenue and profit (or losses)
* The mission and main aims of the business.
* Two market opportunities it could exploit in the future – this means find out what the business could do to be successful in the future.

Your work should be in your own words, not copied and pasted. You should organise and present your work so that it makes an excellent first impression.