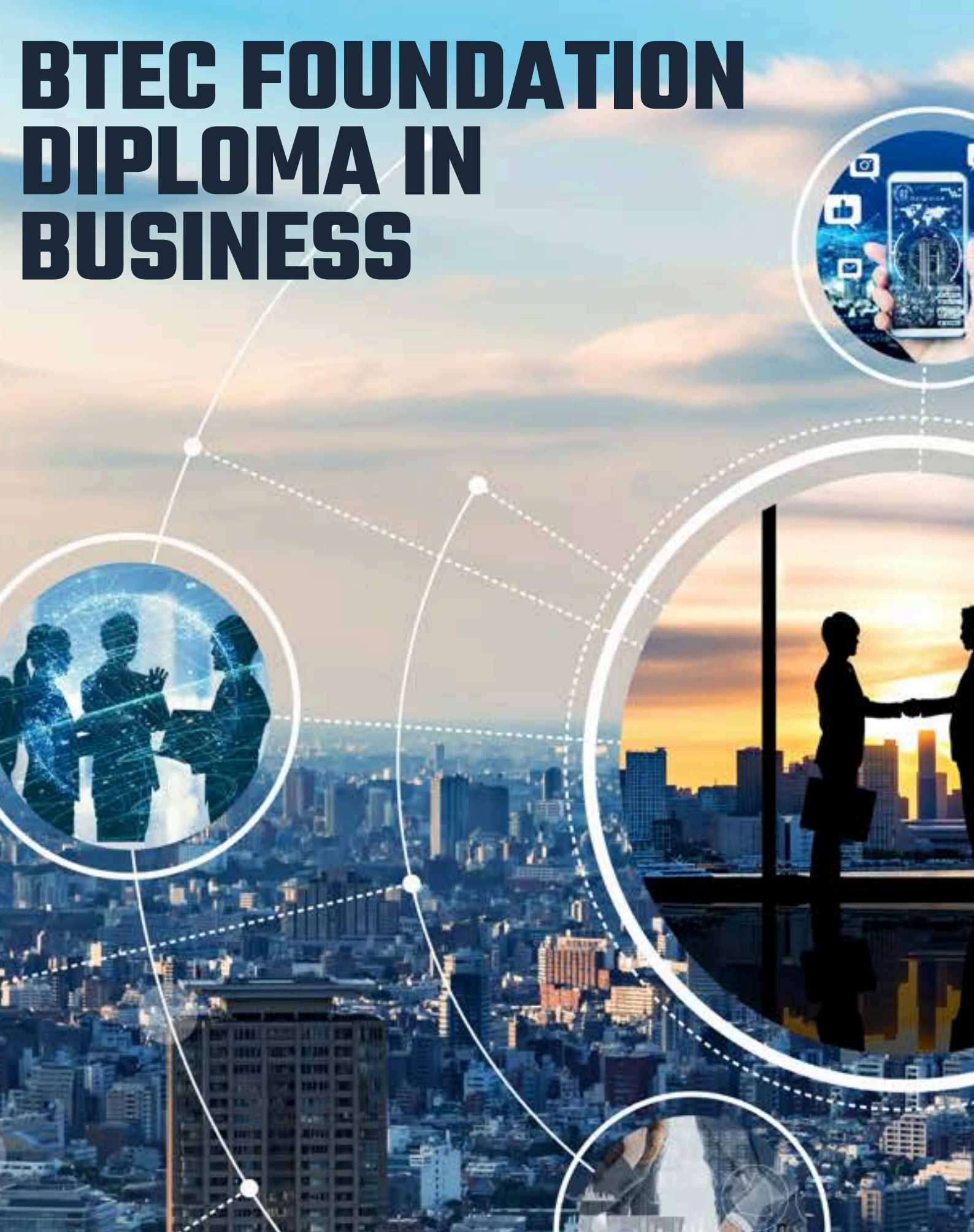


# BTEC FOUNDATION DIPLOMA IN BUSINESS



**Stamford**  
College

**SUMMER PROJECT  
2024**



# YOUR TASKS

01

## Create your folder and documents

Using iCloud, google drive or your laptop/PC storage, create a folder entitled 'B TEC Summer Project 2024 - **First Name, Last Name**'. Put your own first and last name in!

For example 'BTEC Summer Project 2024 - Sam Smith'.

Using either word, docs or a similar word programme create a document called 'Table Task - Part 1'.

Using either powerpoint or google slides (or any other presentation programme) open a file called 'Presentation: Part 2'.

02

## Complete the 2 tasks

The tasks are on the following pages. Complete the word document and presentation to the best of your abilities. Remember to check spelling and grammar before you submit.

03

## Email the folder to college by 01 August 2024

Once complete, email the folder to [caz.dolby@ieg.ac.uk](mailto:caz.dolby@ieg.ac.uk). We will confirm receipt and put this folder in the summer project file. Please make sure you send as soon as possible, if you have applied late you need to make sure this is completed before you come to enrolment .

04

## Attend your enrolment slot

Don't forget to bring your exam results transcript as this will need to be photocopied for our records. We will then give you your timetable and get you ready to start your course.



# PART 1

Your first job is to create a table that shows 5 different sizes of business.

The graphic below shows the definition of different sized businesses in Europe (also the UK). A Micro Business, for example has between 2-10 employees whilst a large enterprise has 250+ employees.

- Firstly, choose one business for each 'size'. For example, you may choose 'Apple' for a large business and a self employed personal trainer for solo. You may choose a local micro/small business. Please note, you might have to guess with the smaller businesses how many employees but we do not need this to be accurate.
- Research the differences between **private**, **public and voluntary/non-profit** sectors. Which of these does your business belong to?
- Next, re-create the table below in your own way in your word document. Do some research to find out the answers and remember it does not have to be entirely accurate. We know some smaller businesses will not give out information like number of employees, so you may have to guess.
- Finally, check your spelling and grammar and then save your word document.



Size of Business	Name of Business Chosen	Purpose of the Business	Is the business in the private, public or voluntary/non-profit sector?
Solo			
Micro			
Small			
Medium			
Large			



# PART 2

- Create a presentation showing how NIKE became such a success.
- Show as much information as you can about how the brand has gone from how it started, to **where it is today**.
- Think about colabs, product range and sponsorship of sports clubs
- Consider sales, best sellers and marketing including social media.
- Once complete, save the file and then send part A and part B to the address on the info sheet. Useful sites as a starting point:

<https://thesolesupplier.co.uk/news/the-history-of-nike/>

<https://www.companieshistory.com/nike/>

<https://investors.nike.com/investors/news-events-and-reports/default.aspx>





# PART 2

