TLEVEL IN MANAGEMENT & ADMINISTRATION (LEADERSHIP)







StamfordCollege

SUMMER PROJECT 2024



YOUR TASKS

Create your folder and documents

Using iCloud, google drive or your laptop/PC storage, create a folder entitled 'T Level Summer Project 2024 - First Name, Last Name". Put your own first and last name in!

For example 'T Level 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

Once complete, email the folder to caz.dolby@ieg.ac.uk. We will confirm receipt and put this folder in the summer project file. You will need to have done this **BEFORE** you attend enrolment. If you attend but have not done the summer project we will **NOT** be able to enrol you, and you may find you have to wait for a place to come up once you have completed the summer project.

04 Attend your enrolement 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 set up to start the induction on Monday, 2nd September.

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?
- Definition of Enterprise sizes in Europe

 SOLO MICRO SMALL MEDIUM LARGE
 1 2-10 11-49 50-249 250-
- 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			



T LEVEL MANAGMENT & ADMINISTRATION

PART 2

- Create a presentation showing how NIKE became an INTERNATIONAL success.
- Show as much information as you can about how the brand has gone from how it started, to **INTERNATIONAL.**
- Talk about costs, distribution, manufacturing locations, the rise of the brand in the UK, colabs
- Think about the future of the business globally.
- Consider sales, best sellers, marketing strategies 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



Nike Logo Evolution



















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T LEVEL MANAGMENT & ADMINISTRATION

PART 2



Ahead of the Game: Nike Rules the Sneaker World

Worldwide footwear sales of selected sports brands in 2022.



- Nike's and Converse's fiscal year ends May 31.
- ** Skethers sales include apparel and icensing fees but are primarily made up of footwear sales. Source: Company filings

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12 CRAZY FACTS YOU PROBABLY DIDN'T KNOW ABOUT NIKE

The company was founded as **Blue Ribbon Sports**, a U.S. distributor of Onitsuka Tiger shoes (now known as Asics). It was nearly renamed Dimension Six before the name Nike was selected.



The company's first shoes were made inside a waffle iron, with the iron creating the grooved pattern that helps athletes grip running tracks.



Serial killer Gary Gilmore's final words "let's do it" inspired the slogan "Just Do It."



The world's largest Nike store is 42,000 feet and located in London's Oxford Street.



Nike has won two Emmy awards for its commercials, in 2000 and 2002.



According to ad agency Moosylvania, Nike is millennials' favorite brand, holding 62% of the athletic-shoe market.



The name Nike comes from the Greek goddess of victory, and it's pronounced "ny kee."



The Nike swoosh was designed by a Pertland State University student for just \$35. She was later given stock now worth more than \$640,000



Nike's 1987 ad for Air Max shoes was the first time a Beatles song was ever used in a TV commercial. The song was "Revolution."



Nike sells approximately 900 million items of footwear, apparel, and equipment each year.



Nike shoe designer Tinker Hatfield also designed the **Bat boot** in the first "Bistman" and Michael J. Fox's **hoverboarding shoes** in "Back to the Future Part R."



Nike has patented a shoe with an embedded computing device, which can communicate with the wearer's smartphone.





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