

T LEVEL IN MANAGEMENT & ADMINISTRATION (LEADERSHIP)



Stamford
College

SUMMER PROJECT



YOUR TASKS

01

Create your folder and documents

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

For example 'T Level Summer Project - 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 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 set up to start the induction.

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. Remember not to use AI for this work, we can detect AI generated work in college.
- 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 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>



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PART 2



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 name Nike comes from the **Greek goddess of victory**, and it's pronounced "my'kee".
- The company's first shoes were made inside a **waffle iron**, with the iron creating the grooved pattern that helps athletes grip running tracks.
- The Nike swoosh was designed by a **Portland State University student** for just \$35. She was later given stock now worth more than \$640,000.
- Serial killer **Gary Gilmore's final words** "let's do it" inspired the slogan "Just Do It".
- 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".
- The world's **largest Nike store** is 42,000 feet and located in London's Oxford Street.
- Nike sells approximately **900 million items** of footwear, apparel, and equipment each year.
- Nike has won **two Emmy awards** for its commercials, in 2000 and 2002.
- Nike shoe designer **Tinker Hatfield** also designed the **Bat boot** in the first "Batman" and Michael J. Fox's hoverboarding shoes in "Back to the Future Part II".
- According to ad agency Moosylvania, Nike is **millennials' favorite brand**, holding 62% of the athletic-shoe market.
- Nike has patented a shoe with an **embedded computing device**, which can communicate with the wearer's smartphone.



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