

**AQA APPLIED
BUSINESS
2020 – 2022**

SUMMER TERM PROJECT



**THE IMPACT OF COVID-19
ON BUSINESSES AND THE
GLOBAL ECONOMY**

RATIONALE

You are experiencing history in the making and this will have a significant impact on businesses and the global economy for many years to come, so it is vital that you have a deep knowledge of the current global pandemic and how this will impact on businesses both locally, nationally and globally.

Task

You are required to create a scrap book of key information regarding the covid-19 pandemic, this can be a paper book or a digital book but you must include the following information:

1. A time line of key events and statistics
2. Graphs and charts of the infection / death rates
3. A range of newspaper articles charting the Government's response to Covid-19 showing both favourable and unfavourable reporting. Explain what is meant by the term political bias and analyse how this can impact on media reporting.
4. Outline the Government's Action Plan for dealing with this pandemic and contrast this with another country, which do you feel is more effective and why?
5. Describe the Government financial support packages that are available for both individuals and businesses, evaluate how effective these measures will be to protect the UK economy.
6. Choose a local, national and international business and create a company profile which includes the following information:
 - a. Business Name
 - b. Business Ownership (Sole Trader, Partnership, Franchise, Private Limited Company or Public Limited Company)
 - c. Business purpose – what do they make, do or sell?
 - d. Who are their main customers?
 - e. How much profit did they make in 2017 – 2020
You may not be able to find this information out about your local business if it is a sole trader business but you can find this information out for private limited companies and public limited companies which are usually national and international by searching on the following website:
<https://www.gov.uk/get-information-about-a-company>
 - f. Describe the key impacts on this business of the Government's Covid-19 action plan
 - g. What changes will these organisations have to make to their operations (way of working) to comply with social distancing measures for both employees and customers

- h. How significant will the financial impact be for these businesses? How has this impacted on their chances of survival?
7. Discuss the potential impact on the following industries, including relevant examples:
- a. Airline industry
 - b. High street fashion retail (businesses with retail shops)
 - c. Leisure facilities e.g. cinema, public swimming pools etc.
 - d. Oil and Gas drilling
 - e. The property market (new build and residential sales)

Useful Resources

<https://www.gov.uk/coronavirus>

<https://www.statista.com/page/covid-19-coronavirus>

<https://www.spglobal.com/marketintelligence/en/topics/coronavirus>

<https://retailworldmagazine.com.au/industries-most-impacted-by-covid-19/>

<https://www.retail-week.com/>

We are expecting a high standard of work on this project and we will be using this as an initial assessment of your commitment and academic potential on this course.

If you have any questions or require additional support please feel free to email either Miss Noble (Noble.K@maplesden.kent.sch.uk) or Mrs Sullivan (Sullivan.n@maplesden.kent.sch.uk)

Submission Date: September 2020 (1st Business lesson)