



Applied Business Pre-course work



Pre-course expectations

Success in Sixth Form is largely a function of the amount and quality of independent study you carry out; here's a chance to help you get the very best start to your course. We would like you to complete the work described below and hand it in to your teacher in your first lesson in September. If you have made a late change to your timetable, please complete this work within the first week of starting the course. The work should take you 2-3 hours.

Details of pre-course work:

We will mainly be looking at one or two very specific businesses. The main business we will be using is Go Ape. Use their website, <https://goape.co.uk> to research:

1. What is a stakeholder? Who are the main Stakeholders in Go Ape?
2. What is a SWOT analysis? Produce a detailed SWOT analysis for Go Ape.
3. What is PESTLE? Produce a PESTLE overview for Go Ape.
4. Evaluate whether Go Ape is better than Adrenaline Quarry. Maximum of 1000 words.

Think about how you will measure success. You are building an argument. How and why is Go Ape better than Adrenaline Quarry? How and why is Adrenaline Quarry better than Go Ape? You will need to write a final conclusion deciding which one is better and why? Has this always been the case? Could this change over time?

<https://www.adrenalinquarry.co.uk/>

Resources to help you with this work

A suggested website is: <https://goape.co.uk>
<https://www.adrenalinquarry.co.uk/>

Stretch yourself:

Try these [***Business Summer tasks***](#)

These will serve as excellent preparation materials