

Year 12 Transition Work

Welcome to A Level Business Studies

Student Name:

Please complete the following transition work for discussion when you start your A Level Business Course in August 2024

Inside Aldi: Britain's Biggest Discount Store

Part 1 Inside Aldi: Britain's Biggest Discount Store, Channel 5 Documentary

<https://www.channel5.com/show/inside-aldi-britain-s-biggest-budget-supermarket>

A good business student not only knows their theory, i.e. the content that is on the specification, but also thinks business. Business is a subject that surrounds us all day every day. We start to spot the actions taken by businesses and ask "Why?"; we start to question how we interact with business and the factors that influence our decisions; we start to question what is happening in society and the economy. A good business student is inquisitive.

1. Start by thinking about what you already know and what your perceptions are. In less than 15 words sum up what you think about Aldi.

2. Who are the key players in the UK's supermarket industry?

3. We would describe the industry as competitive. What do you think this means?

4. A business will therefore take actions to try and gain market share by having a **competitive advantage**. This means a feature or features of the business that allows it to perform better than others in the industry. Watch the first part (approx. 15 mins.) of the Channel 5 documentary "Inside Aldi". Draw a spider diagram/make notes to show any actions that you think Aldi takes to gain a competitive advantage.

<https://www.channel5.com/show/inside-aldi-britains-biggest-budget-supermarket/>

Aldi's competitive advantage:

5. Whilst watching this video you were introduced to some key business concepts.

The **marketing mix** is the combination of elements of marketing that are used to influence customers buying habits. The four Ps of the marketing mix are product, place, price and promotion. At A-Level we will learn about the 7Ps. these include people, physical environment, and process.

Below Explain how Aldi use the Marketing Mix

Price:

Promotion:

Place:

Products:

People:

Processes:

Physical Environment:

6. In the last 15 minutes of the video, the documentary explores how Aldi has tried to cater to the British market. What has Aldi done to appeal to British customers?

7. What is the WIGIG aisle and why do you think it appeals to customers?

For the final part of this assignment you might want to research other supermarkets and do your own research on Aldi. Businesses often conduct a SWOT analysis to understand what their strengths and weaknesses are, what opportunities they have to improve and also any threats that they may experience from outside the business.

Create your own SWOT analysis for ALDI with the knowledge you have of the business and other businesses in the supermarket industry. You can use your own knowledge of supermarket shopping too!

<p>Strengths <i>(What is Aldi good at? What gives them a competitive advantage? What gives them market power?)</i></p>	<p>Weaknesses <i>(What could Aldi improve on? Are there any gaps in their marketing strategies?)</i></p>
<p>Opportunities <i>(e.g. strategies Aldi could use to keep up with social, environmental or economic trends/ new uses of technology/ stay ahead of the competition/ overcome weaknesses)</i></p>	<p>Threats <i>(What are competitors doing that Aldi is not? Are there any changes in social, political, economic, environmental trends that could cause demand for Aldi to fall? Are there any changes to laws or regulation that could negatively impact Aldi?)</i></p>