

A Level Business Bridging Work



"The Death of the British High Street"

The British high street has been experiencing a very difficult and challenging time of the last 5 or so years, with a number of big brands disappearing from the high street altogether.

Your task is to conduct an analysis of the factors that have contributed to these difficulties.

You should use a PESTLE Analysis to structure your analysis

Structure of Task

Introduction

- Briefly explain what PESTLE analysis is

Main Body

- Pick 3 PESTLE factors (no more than 3)
- For each of the 3, you should analyse how the high street retailers have been impacted by the factor
- Analysis requires you to build a logical chain of reasoning. This means you should how/why the high street retailers have been impacted. You should use language such as 'because', 'leading to', 'therefore' etc.
- Context: You should aim to use real business examples in your analysis in order to demonstrate your point (can be different businesses).

Conclusion

- You should make an overall judgement as to whether or not the "high street is dead"
- If so, why?
- Is there any evidence you have found that may suggest it is not dying?

Additional Information

- Your analysis should be a minimum of 500 words
- You should bring your electronic/hand written (electronic preferred) to the first lesson in September ready to submit

Should you have any questions about this task, then please feel free to email the Head of Business, Mr. Walker: mwalker@presdales.herts.sch.uk