

# WINDSOR SIXTH FORM SUMMER WORK



## A Level Business

The first topic you will study is '1.1.1 The Market'. In business, a market is a place where buyers and sellers can exchange goods or services. This exchange could take place in a physical location (e.g. a shop) or online (e.g. via a website).

**Your task is to create a one page summary document on topic 1.1.1 The Market**

Firstly, you should read and make notes on the topic (1.1.1 The Market) using the following subheadings (use Business Worksheets 1-4):

- Markets and Marketing
  - Characteristics of mass and niche markets
  - How markets change
  - Innovation and market growth
  - Adapting to change
  - How competition affects the market
  - The difference between risk and uncertainty
- Click on the link to visit the Seneca website and complete the activities for topic 1.1.1 The Market:  
<https://app.senecalearning.com/classroom/course/c30d50c1-641f-42b4-ae87-ec135ad6b634/section/1efe3a41-5e65-4f90-aac8-2aa6ecc4b175/session>
  - Click on the link to watch the Tutor2U video on market size and market share:  
<https://www.tutor2u.net/business/reference/understanding-markets-revision-video>

Finally, **summarise all key information onto one side of A4** and bring this with you to your first business lesson. This can be completed in written form or electronically.

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