



BTEC Business Course work

Unit 1

Greater Birmingham Chambers of Commerce

'Young Entrepreneurs Event'

'Exploring the features of Drayton Manor Theme Park and British Red Cross and What makes them successful'

'Investigating how Drayton Manor Theme Park and British Red Cross are organised'



Drayton Manor was opened during the year mid Easter in 1950 and was owned and founded by George.B. Bryan OBE.

Drayton Manor is a profit making business as it is a Private Limited company.

This business consists of 65 acres of Land, which is fulfilled with rides and attractions. The rides at Drayton Manor Theme Park include 16 mixed rides and 7 Thrill rides with a zoo that covers 15 acres of land with over 100 different species for customers and attraction.

The business mission, vision and values aims and objectives

Drayton Manor Theme Park's main mission statement is to "remain the best value for money for a family theme park and to continue to provide a safe fun day out with something to appeal to all age groups."

Drayton Manor Theme Park has aims and objectives to succeed in the future examples of their aims and objectives are to give a wide range of selection of quality resources to support their customers visit at DMTP (such as maps) and also to ensure every visitor has joyful experience. As well as this a few of their aims are to deliver the best day out with their families/ friends and also to give good honest affordable prices for families to get the best day out at Drayton Manor Theme Park.

Drayton Manors Smart objectives. One of Drayton Manors aims/ goals are to increase the amount of visitors by 5% annually. So one of the aims of Drayton Manor is increasing the number of people coming into the Theme Park each year by 5%, the reason behind doing this is that they want to attract more customers and hopefully more comeback customers who come and visit again so that there sales and publicity increase this then eventually will lead to more profit being made in the business as Drayton Manor Theme Park is a profit business.

However their also have requirements which need to be made to keep the business running successfully, as their

British Red Cross was set up in 1863 by Henry Dunant who was a swiss businessman.

Henry Dunant set up British Red Cross during the year 1863 because he was appalled at the suffering and damage caused to thousands of men during the battle of Solferino in 1859. Therefore he set up the creation of a natural relief society which was made up by people who volunteered and who were trained in peacetime to provide the neutral and impartial help to stop the suffering and damage caused at that period of time in the period of war.

British Red Cross does not have an owner as this is a non-profit business which was and still is runned by a voluntary basis to help the people in need and those who are in crisis due to war and natural disasters

The business mission, vision and values aims and objectives

British Red Cross mission statement is to help the less fortunate in difficult situation whenever and wherever at any time possible. They also have 7 fundamental principles which are the following Humanity, Impartiality, Neutrality, Voluntary service, Independence, Unity and Universality.

British Red Cross is a non profit Business whose objectives are to focus on people who are in crisis and help them with the heart of everything they do and focus on the resources to figure out where they can help people who are in crisis the most. As well as this they also use technology to attract more people.

British Red Cross is in the tertiary sector as they are also providing a service just like Drayton Manor however British Red Cross is a Charitable business which means they are not in the business to make profit to help people in crisis as they are known as a non profit business whereas Drayton Manor is a profit making business who also provide a service too.

The aims and objectives for British Red Cross are the following to make people feel proud and engaged with

main rivals are Alton Tower. The requirements needed to fulfill this business by keeping it successful are that they need to increase the amount of rides for more attraction for their visitors as well as this they will also need to promote their business much more or even offer special discounts and prizes such as free family tickets. On the other hand the constraints that come in the way of this is the financial cost and expenditure to make new rides as it will probably also require more land as well as this these requirements will initially cost them more spending money instead of them making money.

As well as this Drayton Manor could measure their business success by using a cash flow forecast this will help them, as each month the amount of profit produced should increase every month this will help them to check if the number of visitors are rising or decreasing every month or at a certain time of the year such as winter as a lot of people don't go to the Theme Park during winter.

Drayton Manor could also achieve their goal by finding solutions such as promoting their business by advertising on local radios and Tv to increase the number of visitors by 5% annually.

However other steps Drayton Manor could possibly take to improve the business could start off first by reducing the prices that are set for tickets to get into Drayton Manor Theme Park so more customers can visit the Theme Park they could also give special offers and discounts and promote their business on Banners, Billboards and on the Tv. Secondly they could also increase their attractions by improving the rides that they currently have especially the least popular rides. Another way Drayton Manor could improve the business is by offering their visitors the best service they could get this could benefit DMTP as the number of visitors could increase by other visitors telling their friends and families about their personal experience at Drayton Manor Theme Park and talk about how it was really good this could result in the visitors themselves coming back for another fun family day out this could lead to their families and friends visiting Drayton Manor Theme Park for a fun family day out as well. Overall on the whole Drayton Manor's goal is relevant as the goals they have set are realistic as they could be achieved which means this is the right time for Drayton Manor Theme Park

their work and work smarter by ensuring the value for money to help people in need which links in with one of their main aims which is to build a world where everyone gets the help they need when in crisis. As well as this another aim and objective is to make their website British Red Cross accessible and easy to use also understandable especially for the users who have certain difficulties such as visual problems and hearing.

Features of the business

Business Activities

British Red Cross business activities are opening up Red Cross shops, fundraising, first aid training, emergency response for people in crisis, humanitarian education, refugees services, messages services and lastly medical equipment loan services. ✓

Business size

British Red Cross is known as a large business with over 32,000 volunteers that are from different countries all over the world which also includes over 3000 staffs that are based in London.

Purpose Of The Business

British Red Cross purpose of the business is to provide services who are in crisis and people in need of humanitarian aid by saving lives of people who need support British Red Cross do this by being committed regardless whatever the circumstance is also without no discrimination of origin, religion or nationality. ✓

Business Sector

British Red Cross is known as a international business that provides a service which is helping people out who are in crisis by whatever circumstance this means the business belongs to the tertiary sector

British Red Cross is also known as a non profit business as this business is known as a charity to help others who are in need of support. This means British Red Cross is not in the Primary sector as they do not source their materials. This also means they are not in the Secondary sector as they do not prepare or process their materials in the business as well as

because they only open at certain times of they year. Drayton Manors long term objectives also link in with this current goal that they have set as a selection of their objectives are to give quality of resources to support one's visit at Drayton Manor Theme Park and to make sure their visitors have an enjoyable experience at Drayton Manor Theme Park.

Features of the business

Business Activities: Drayton Manors following activities are giving an enjoyable experience to each visitor through their rides and attractions as well as giving an educational experience at their zoo for their visitors for e.g explaining the features the animals have and what they do. Another activity Drayton Manor have are the resources they provide for school such as organising and offering school trips for students to visit.

Business Size : Drayton Manor Theme Park Covers over 280 acres of Land and attracts over 1 million visitors each year which clearly states that this business is known as a large business.

Purpose of the business : Drayton Manors purpose of the business is to give their visitors and families the best day out with an affordable price by providing their visitors with the best service and entertainment. As Drayton Manors mission is to "remain the best value for a money family theme park and to continue to provide a safe fun day out with something to appeal to all age groups."

Business sector: The business is in the tertiary sector as Drayton Manor is set in a local area as their goal is to provide service to their visitors. Another reason they are in the tertiary sector is because they promote there business through advertising and also through their merchandise. This shows Drayton Manor is not in the primary sector or secondary sector because they don't prepare or process their materials. There business sector also relies on information to be tested from other sectors to test existing products this also shows that they are not in the quaternary sector as well.

Business ownership and liability: Drayton Manor is run as a family business which means they do not sell shares

this this also mean that they are not in the quaternary sector this is because the query sector relies on information from other sector so that they can test their existing products from the business.

One of the goals British Red Cross have set are to use technology to help more people out. They want to use technology to help more people out because technology would help them get a wider range of people who need help as they could get the aid they need and the support by technology as this leads to things getting done faster than usual thanks to technology. However to make this goal successful British Red Cross will need money so that they can become more advanced with the technology that is set in this day and age this means that will also need a highly qualified expert that who knows what they are doing and handle technical things. To make sure this is successful British Red Cross could measure the amount of progress of the use of technology and to check if this technology has really impacted the service they are giving in a good way. This means this goal is achievable as this could lead to the business developing new methods to improve their ways of contact with people and also making new products or approaches with the people in need.

Business ownership and liability

British Red Cross is a charitable organisation and is not owned by no one this means they do not have the risk of losing anything. However the business needs to meet the government requirements as this business is a registered charity. The business is also set up and organised by people who volunteer on a purely volunteered basis.

British Red Cross goal is a worthwhile goal which is technology this goal is a realistic goal which could be achieved. As the business is well known and respected charity who have been providing outstanding services throughout the many years. Since the world is becoming more advanced every year mainly with technology British Red Cross could also be more advanced with technology every year as well which could also help their services however this will need a lot of money to invest in technology and

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to the public as the business is a Private Limited Company which is owned by the Bryan family. They are a private limited company which means they have limited liability this benefits the Bryan family as they do not have the risk of losing personal possessions if the business goes down hill as well as this the Bryan family has have protection toward their personal assets such as their house and cars or other properties owned this also helps the business gain more access to resources if needed. However unlimited liability does not as the business is reliable the business debts if the business does not pay its liabilities this means unlimited liability has a risk of losing personal possessions such as their properties and vehicles.

How Drayton Manor Theme Park and British Red Cross are organised

An organisation structure is important for any business as it is a system used to explain the hierarchy in the business organisation as it identifies each job, where it is reported in the organisation and also the business functions. This is important for the business because it enables the business to function and operate more effectively as well as this the organisational structure allows members to know what their responsibilities are this is an advantage for others as it frees the manager and the individual workers to focus/ concentrate on their main roles and responsibilities it also shows their responsibilities and who they are responsible for. The main mission of an organisational structure is to isolate the work to be done in specific jobs and other departments, it also assigns other tasks, responsibilities that are associated with the individual jobs and the departments that it is in. The organisational structure Drayton Manor has is a long hierarchal structure this is because it is known to operate on a national scale even though it only has one main branch this leads the main control for the deputy managing director is smaller as they are only responsible for the employees in that specific location and can communicate with them more adequately because of the singularity of where the location is set. However if the business Drayton Manor had more than one location this would probably lead to some trouble as for the deputy managing director as he may have trouble with communicating with other managers from different branches this could also lead to

technicians as they will be more qualified at the job they are required for.

How Drayton Manor Theme Park and British Red Cross are organised

However the business is more dependent on different departments to help run their day to day scheme and the business also depends on the departments to help achieve their aims and objectives as well. They rely on the departments because they are needed. An example of this is the ride operators they are needed because without them the park will not be able to run or be runned properly because lack of service so the ride operators are needed so that the rides can work properly and safely and then this leads on to the customers being satisfied which then makes the business look good. The benefit of Drayton Manor having a tall structure is that it provides a clear and distinct layers of individuals and their responsibilities and control which also has a clear promotional structure. The tall structure also has disadvantages for Drayton Manor such as communication. Communication will start to be a problem if the business structure gets too tall.

Drayton Manor Theme Park organisational structure below

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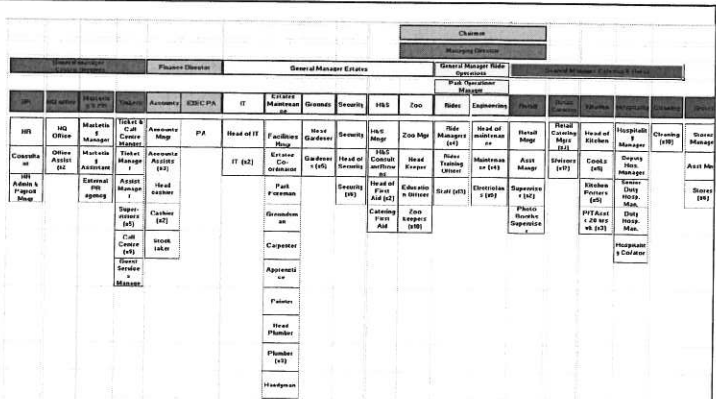
any information being misinterpreted this could lead them to not perform their duties to a high enough standard. This means having a organisational structure could be useful as the business can communicate more effectively and increase their duties to a high standard.

British Red Cross organisational structure is known to be a flat structure this is because there are different parts of the Red Cross as it is not only British Red Cross there is also the Indian Red Cross and the American Red Cross. This is done so that the charity business makes this more possible for them to distribute their services locally from different sectors.

The chief executive has more control down to the executive director of the UK operations so this means British Red Cross has a flat hierarchical structure and at the bottom of the hierarchical structure it is mainly employees and volunteers.

British Red Cross benefits of having a flat structure is that this leads to them offering more opportunities for the employers to come through while promoting the larger charity business vision and information instead of hoarding it. The business can also excel if they can maintain to be open at all times, vulnerable and even tolerant. This also benefits British Red Cross having a flat structure as this leads them to be more flexible and better at able in adapting to changes. Communication is also a benefit as having fast communication between everyone is an advantage as decision can be made faster.

The disadvantages of British Red Cross being a flat structure are that there will be a larger number of employees which leads to heavy workload this could lead to confusion between one another when making fast and big decisions especially over the roles as the bosses must be team leaders and they should be helping one another when making decisions. Stress could also be a drawback as there will be a large number of employees and when they all report to one manger it could lead the manger and the business with stress and



On the whole having an organisational chart is an advantage as it shows clear structure of reports this means the employees know how to report to their bosses.

Another advantage is that a managed organisational chart helps to manage workload which could help both the manager and the individuals themselves as this makes planning being more easier also this can lead to them visualizing the structure which can help them visual future plans for more success in the charitable business of helping people in crisis.

As well as this another advantage of an organisational structure chart is that it can be used to evaluate the strengths of the business and the weaknesses and the current structure this could also enhance the productivity and speed of the workers as they could be experts in some functional areas and this could lead to more productivity for the employees and volunteers as they know their jobs and they could proceed with their jobs with more confidence.

The British Red Cross organisational Structure is shown below.

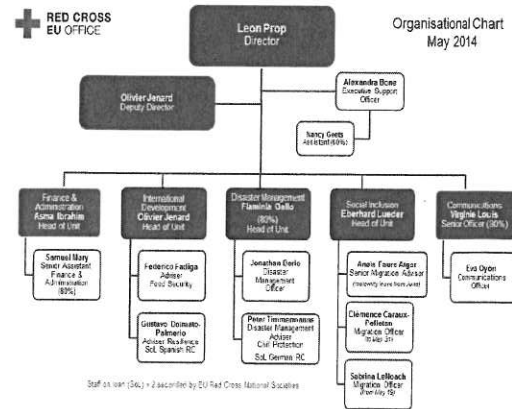
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this can make the business go down hill instead of bringing it success. Lastly one more disadvantage is that in the flat organization a majority of employees are distrusting higher levels of authority as they could be reporting about other employees to the boss behind each others backs.

What functional areas Drayton Manor and British Red Cross have

The functional areas Drayton Manor have like the central services where customers buy tickets etc is called the human resources department which also includes the health and safety of customers and the employees working conditions/ responsibilities as well as legal rights and training developments for employees as the employees and Drayton Manor Theme Park have t be trained and qualified to manage the rides there self for the customers to successfully go on.

Drayton Manor also have other departments such as the Finance department, this department is responsible for keeping records safe and tracking the records of their financial activities such as the years their sales increased and the years they went bust. The Marketing department, are responsible for meeting customers needs and wants and figuring out the market research for the park such as finding out what families want when they visit the park etc. The Retailing department, is also responsible for selling the consumers goods in the gift shops at the park. The Estate department, is responsible for the land and the security at the park. The Operation department, is responsible for the engineering of the rides and the rides themselves as they also obtain and convert the resources of building rides into business goods. The Customer service department, is responsible for maintaining good relationships with the customers by giving advice, giving directions. The Catering department, is responsible for providing food at the park at a high standard.



What functional areas Drayton Manor and British Red Cross have

The functional areas for British Red Cross start off with the following known as the Human resources department they are responsible for managing people in the good direction in the organisation to include their welfare. The Administration department are responsible for having the ongoing support for the business. The IT department are responsible for the work on the website as well as clerical work such as the health and safety of other individuals, mails and cleaning maintenance support for the softwares support and for security. Lastly the Customer service department is responsible for being concerned about the customers relationships and then giving advice as well as providing information.

The advantages of having functional areas are that they are more easier and more clear as the work is getting shared as well as this there isn't really a fixed rule of what the functional areas of the business are. They also help identify the strengths and weakness or

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each individual employees which then lead them to focus on their strengths more as they have noticed their weaknesses. Functional areas also improve the communication between the staff as it gives an opportunity for the staff to talk about their personal ideas and gives an idea of how well the staff are progressing.

How the structures of Drayton Manor and British Red Cross Allow them to achieve their aims and objectives

The structure of Drayton Manor is known to be a tall organizational structure this is good as the advantages of a tall organizational structure is that there is more control to few people as each manager has a small number of employees under their control so they can be supervised and focused on carefully. This will lead to the quality of their employees increasing in improvement as the quality of performance will also increase. Another advantage of the business being a tall structure is that the business manager has more time to plan activities for the future as well as this could also encourage the development of the staff as discipline and other good morals will be shown.

Drayton Manor having a tall structure means that this allows them to achieve the aims and objectives that are set as one of their main aims is to deliver the best family day out at a Theme Park this shows having tall structure could make this possible and everything will go correctly as each of the employees have a responsibility which is allocated.

As well as this having a tall structure means more people are involved such as the employees which leads them setting good examples and being good role models to other because the majority of the other employees that set it first. Drayton Manor also has an educational side for the children so having a tall structure could also mean they could do many business activities as they are a large business this is good as they are also educating the students as well as making them have a fun day out

How the structures of Drayton Manor and British Red Cross Allow them to achieve their aims and objectives

One aim of British Red Cross is to be braver by being ready to change and speak to speak out to meet the needs of people. This means having a flat structure means that this enables them to meet the needs of the people which also means having a flat structure will also enable them to participate in all activities of the organisation.

As well as this having a flat structure enables a good working environment conducive for personal growth and group interactions as this will lead to things get managed quicker as well.

One objective for British Red Cross is to focus on the resource of where they can help the most this means having a flat structure makes the planning to be more easier as they can visualize the structures as well for further future plans. Another objective is to use technology to help more people this means to have a flat structure means they can communicate more

this increases the reputation to be good at Drayton Manor Theme Park which leads to the business make a good amount of profit due to their high reputation that attracts customers this is also makes Drayton Manor a unique business Theme Park as not all Theme Parks have a educational side to it like Drayton Manor does.

As the aims are done the objectives of Drayton Manor are

To have a selection of qualities of resorts to support one visits this means planning would be easier for them as they have a tall structure and they can visualise the structure.

How Drayton Manor and British Red Cross are influenced by their stakeholders

The most important stakeholders for Drayton Manor will be the manager because the manager is the person who make the most vital decisions and has expertise resources that will benefit the business as the owner has to invest in the business to expand the business and the employees as they do work productively with quality in what they produce. The stakeholders above do influence on how the business operates. However the interest group of stakeholders will gain least attention and are known as the least powerful as they raise awareness for the common causes such as trade unions however this isnt really acceptable to a business such as Drayton Manor.

Communication and relationship with Drayton Manor and British Red Cross Stakeholders

Drayton Manor does have a strong relationship with their internal and external stakeholders as both of them joining together is what makes the business succeed. The customers and the stakeholders are the main reason Drayton Manor are providing their services as the main reason of the business is to is to provide the family fun day out at a Theme Park. they maintain this relationship by offering discounts for educational

effectively by using advanced technology in between each other.

Lastly British Red Cross other objective is is to work smarter and to share the responsibility to raising money. By having a flat structure will show clear reporting structure and will also help to manage the workload that will be given to British Red Cross.

How Drayton Manor and British Red Cross are influenced by their stakeholders

The most important stakeholders for the non profit business British Red Cross will be the suppliers as they provide the materials with the quality such a first aid kits. Another important stakeholder for British Red Cross is the customers as they help the charitable business gain a better and high standard reputation such as customer loyalty at the workshops. Another important stakeholder are the government agencies because the British Red Cross which are international this could lead it to be local national or international. The stakeholder which is least important to British Red Cross is the competitors as they are not a profit making business as they are a charitable business so that means there is not really any competition.

Communication and relationship with Drayton Manor and British Red Cross Stakeholders

British red cross do have a strong relationship with their internal and external stakeholders as they work

purposes as well as general customers in return for the good reputation they have been giving them. They communicate with their customers with social media a lot such as Facebook and Instagram as well as this they also communicate through the radio, TV and newspapers etc. This gains publicity as it reaches a wider range of audiences. This is an example of the outstanding relationship they have with their customers because of the way they attend them with quality resources to let them know about the park. This clearly shows how Drayton Manor and their customers are loyal to each other. This means this could lead to more profit being made from word of mouth and customers doing a repeat purchase of tickets for the Theme park.

The Employees are also a very important stakeholder to them as they also help in making the business a success because of motivating factors such as making the business expand and later on maybe grow more in the future by giving the business quality services and making it a well-known business and brand itself. Another benefit is Drayton Manor selecting the right people to give service to.

The suppliers and stakeholders also have a vital position to Drayton Manor as they are having reliability and flexibility within the suppliers so they can rely on them to give them supplies on time and this could lead them to trust them with future pre-orders as well as this the suppliers can also be flexible as maybe at some point the business won't be able to give them the money for the payments right away and the suppliers can give them more time so they can payback later with trust.

The reason for Drayton Manor and British Red Cross Success

One of Drayton Manor's reason for success is because the good communication their workers have with each other as they treat each other as their own big family. Which leads to colleagues communicating politely to each other and other people which means complaints and enquires are dealt more effectively as everyone communicates correctly which leads the hired customers being satisfied when complaints and enquires are dealt with faster than expected. As well as this the communication between employees working together

together and have a mission statement to help those who are in need. The stakeholders have an important relationship as they help the business to grow and also to expand as they are in the business on a voluntary basis to attend the ones in need for the aid.

As British Red Cross being an organisation they are effective in working towards achieving their goals and their visions. This is a benefit for them as it keeps the organisation more motivated in doing things correctly as they achieve their vision of their aims and objectives. The customers and stakeholders have a positive relationship as without customers the business would not have a valuable reason to provide this service.

The reason for Drayton Manor and British Red Cross Success

The reason for British Red Cross Success is that they help anyone who is who is in need regardless of who they are or what religion they are. This sets a good reputation to British Red Cross as they don't discriminate or treat people differently as they treat

also means that the work can get done more efficiently as the work is getting done with the support of one another. Another reason for Draytons Manors success is because Drayton Manor takes care of their employees, customers and rides as for the rides they make sure the operation runs to plan and smoothly this builds trust for the customers as they feel safe going on the rides because the workers are fully qualified and trained to operate the rides properly. Drayton Manor the business is also successful as there staff show leadership as they work together to make the business run successfully as without leadership everything would be out of place and lead the business to fail however Drayton Manors leadership skills show that things can get done to how they want without nothing going wrong. Drayton Manor can deal with situations effectively which also makes them a successful business as they show effective teamwork when working with others by taking control of situations whenever necessary such as an incident with their customers as people started bringing in bikes which caused harm to other customers and rides as they could crash into rides or people this led to Drayton Manor taking action over it and banning them being allowed at the Theme Park as it could be opposed as a threat to other visitors and staff as well as putting the people who are on bikes in danger themselves. Another reason for success at Drayton Manor Theme Park is because each department is working together to make the business better and this demonstrates teamwork which lead Drayton Manor doing things correctly because of the positivity that is set through the employees which motivates each other to work more and faster to get the job done. Drayton Manor also have an organisational structure which shows the business being well organised as it shows a role of responsibilities that have to be taken in action by each employee as it shows that they are on the right track for knowing what they have to be doing as there departments are well organised which makes them work more effectively as there is no time for mistakes only improvements to the business such as satisfying the customers wants and needs. In Addition to this Drayton have gained success as they have stayed consistent throughout they aim and goal which is making a Drayton Manor Theme Park the best affordable family fun day out at a Theme Park, they have done this by checking regularly on the rides to ensure that no damage is

people the same as they see everyone as being equal. British Red Cross are motivated and dedicated to helping the needy they show this by helping the needy by setting up events etc for the people who need help as British Red Cross are consistent to helping people out and never back down as there main aim and objective is helping as many people they can possibly help. British Red Cross are also well organised this is one of the reasons for British Red Cross success as they manage the amount of workload giving to them as every department has there own role and responsibilities. Another reason of British Red Cross success is that they keep records of where they stand this is helpful as they can examine what they can do to improve for the future. As well as this British Red Cross have aims and objectives that are realistic and also achievable. In Addition to this another reason for the non-profit organisation British Red Cross success is that they communicate effectively with their staff and the people in need, as well as this British Red Cross also provide good services to their customers for people in need of aid. Another Reason for their success is because they have a non hierarchal structure which means British Red Cross are able to work with positivity and creativity no matter what their place is in the organisation.

caused on the ride which could put visitors lives at threat as health and safety of customers is their first priority. This leads the business staying consistent by checking up on rides and maintenance etc which leads to positive habits for the future. As well as this another reason for the success of Drayton Manor Theme Park is the strong use of technology they have to communicate with each other as at the park each staff/employee has a walkie talkie to communicate with each other which is helpful as they can communicate with each other faster and get faster response they also have marketing automation which has helped to improve the business productivity and branding efforts as they used the technology to easily communicate with their employees and customers.

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Research log

Drayton Manor

Features of the business Ownership, Liability, Purpose, Sector and Size of the business.

- Ownership - Drayton Manor Theme Park is a private limited company which is opened to the public and also is owned by the Bryan Family.
- Liability - The business has limited liability which is beneficial as personal possession will not be a risk if the business starts to decline.
- Purpose - The purpose of the business is to give families the best day out at a theme park with a affordable price.
- Sector - Drayton Manor Theme Park has a tertiary sector.
- Size - Drayton Manor Theme Park has over 280 acres with includes about 1.5 million people visiting the park a year.

Organisational Structure

Drayton Manor only has one branch even though this theme park business operates on a national scale. Which means the span of control is smaller for the deputy managing director this is because he is only responsible for the employees within that location. If there was more than one location this will make it harder for the deputy managing director as they can have problems communicating with each other and also from other branches.

Functional areas

Drayton Manor depends on other departments to help run its day to day operation and also relies on other departments for their aims and objectives to be reached. Drayton Manor is a large organisation which means the functional areas are a lot easier to understand for employees as they will know which department they should report to.

Objectives

- Give a variety of resources to support your visit.
- Ensure every visitor has a success enjoyable experience at the park.
- Give visitors an educational background at the zoo department.
- Promote active learning with enjoyment.

Relationship with internal and external stakeholders

Drayton Manor has a hierarchical structure which means they can communicate with each other as both internal and external stakeholders benefit the business in many ways, as well as this without the business having as structure the business will not be operating to a good standard .

Possible reason for Drayton Manor success.

- Easy to access on the motorway.
- Drayton Manor offer cheaper prices for family and school tickets.
- Theme Park available for all age groups and race/gender.

Research log

British Red Cross - Non Profit Business

Features of the business

- Ownership - British Red cRoss is a non-profit organisation therefore it is not run by anyone as it is a charitable business.
- Liability - Limited liability
- Purpose - Help people in Crisis regardless of age skin culture and race.
- Sector - Tertiary sector
- Size - 3,000 staff that are currently based in London with 32,500 volunteers.

Organisational structure

British Red Cross have different types of crosses such as the American Red Cross and Indian Red Cross this is because it makes it easier for the charity to distribute locally from different sectors. They have a hierarchical structure where the chief executive has the control all the way down to the executive director of the uk etc and at the bottom of the structure it is most likely the volunteer and employees.

Functional areas

- Human resources
- IT telecommunications
- Administration
- Customer service
- Giving advice

Objectives

- Help people in crisis
- Communicate with technology to help people more
- Ensure value for money and help raising money by sharing responsibilities.

Relationship between internal and External Stakeholders

Both internal and external stakeholders help together as they both aim to help people in crisis, British Red Cross do communicate with stakeholders regulatory to ensure they succeed in what they do. As well as this they have a hierarchical structure which means they can communicate more effectively throughout the structure form.

Possible reasons for success

1. Raise money for people in Crisis and the needy.
2. Help those injured from natural disasters and war etc.
3. Help raise money and give donations to various countries.
4. Help anyone regardless of age gender and race.
5. Not forced into helping they have volunteers who like to help.

REPORT

To: Mr Briah

From: [REDACTED]

Issue Date: 06/11/17

Hand in Deadline: 11/12/17

Terms of reference: The Effects of the Environment on Jaguar Land Rover - the environment in which businesses operates and the business markets

Introduction

Jaguar and Land rover are known as two prominent british car brands who have both merged together into a single company business and have built there success with vehicles and technology which adds to there long lasting legacy as they have merged more throughout these following years and have become more successful as both companies have started sharing their engineering knowledge and facilities. As well as this Jaguar and Land Rover was founded in Blackpool as a swallow slide company within the following year of 1992 and was launched by the company Rover Car corporations during the year of 1948, throughout the year 1008 Tata Motor acquired Jaguar and Land Rover from Ford ata astonishing price of \$2.5 billion.

The internal, external and competitive environment of JLR (LAC-P4)

Corporate culture is known as the values and standards that are shared by people and different types of groups within the business or organisation this means the values and standards are most likely to be impacted within the people in the organisation and how they start to interact with each other and their stakeholders. The culture of the business shows that its set up and impacts on the way the business operates through decision making, organisational structure, communication, leadership, style and the attitude towards the work and the workforce performance. As well as this the importance of of a corporate culture is is that firstly is that there is an impact on staff motivation such as communicating. In Addition to this there is also an impact on the way it affects decision making as the level of involvement has to be taken into consideration. Also the competitiveness of the business is also considered within the corporate culture as this shows the innovation and adaptability of the business. In conjunction with this the brand image portrays the perception of the consumers and stakeholders and their opinions of this for this reason it can be improve how the business operates for the order of it to expand and grow within the following year and the future. There's also two types of cultures which are known as strong cultures and weak cultures. The strong culture has staff to respond positively to organisational values and also shares a sense of responsibility towards mission visions and objectives. This shows that have a motivated and loyal workforce and has a greater efficiency to accept the roles and responsibilities and willingly this also applies to the policy of everybody buys into it. Addition to this the weak culture has little alignment with organisational values and also the employers

have to be forced to perform duties and have a greater management control as well as this also the supervision and the treat of the organisation as a source of income only.

This means Jaguar and Land Rover are known to be a strong culture this is because the staff are known to respond positively to their organizational values as they know their roles and responsibilities of how to keep the business running effectively as each employee have been assigned to their roles which they have to follow. In conjunction with this Jaguar Land Rover are known to be a strong culture because they have shown to share responsibilities to their vision missions as well as their objectives, this is because they have unsentimental aims and objectives which are achievable. As well as this JLR are shown to have a highly motivated workforce who work together to make up to 500 cars a day as tis is there target, with these means it shows that JLR are known to be motivated as they do the best they possibly can in order for the business to grow successfully. As well as this another reason JLR is a strong culture business is because they work productively so that they meet the main needs for their customers satisfaction of the cars they produce and set to produce this makes them a strong culture business as they make the cars that suit their customers satisfaction and needs to the best standards to ensure their customers are fulfilled with good feedback this often makes their customers loyal as they conduce to repeat a purchase from the same company in the future. Another reason JLR are a strong culture business is because their employees acpet roles and responsibilities which are given to them which means they take pride and have passion in what they do which means they love to see the business gain success and be successful. JLR abide by the polices which makes them a strong culture business an example of this is the health and safety this ensures a safe working environment where there business runs for their employees they abide policies and make sure everything gets done correctly so nothing bad happens and nothing goes wrong. JLR also have diagrams in the workplace that have instructions on them such as on the floors for the employees to know where to walk this means JLR do take in consideration the health and safety for their team and employees this also shows they are care about the people around them and not just the business being successful and making profit. Lastly another reason why Jaguar and Land Rover is a strong culture business is because they are well known for their cars that they produce this is because they have something special that makes them unique to other car businesses that exist. This special feature is known as the Jaguar Screen which allows their customers to watch anything whilst driving as well well as other features such as a back camera which is a benefit for the driver whilst reversing as the driver can see a better angle for their perspective. JLR are also known for their customers satisfaction as they also custom made cars for their customers if needed with up to 17 different paint colors for the car body with accessories and a variety of other things. In spite of this Jaguar and Land Rover is classed as a task culture this is because they attend to achieve the outcomes with the corporations and with teamwork this is clearly shown within the workforce s they set to produce and manufacture 500 cars every day.

Besides this the Corporate Social Responsibility is know as a business where they accept the responsibilities of the stakeholders for the social environmental and ethical action. JLR do run a global Corporate Social Responsibility programme which has added 17 projects with it and within this it includes exciting technology with climate care which brings safer water to people within western Kenya.

External Environment

Political

The political factors are dealing with the government policy and their administration these factors can be affected by the government's actions and might just affect the business as well which could be a positive thing or a negative thing for the business. An example of the political factor is the new legislation this is a political factor because this can impact the company with its operations in a way such as prohibiting or requiring it in action to a particular way the government is known to be another political factor as the government support such as the monetary grants this can affect the business grants as they are time constrained. This makes it harder for JLR to trade their assets to countries within the EU this is because JLR is England based and we are planning to live the European Union and this is known to bring exceeding problems for the business for the future because of BREXIT as this may also lead the EU workers to be leave JLR which could be a problem for skills etc. however this problem can be resolved due to the latest technology which is still improving as JLR have robots who also do the work for them this is an advantage as the robots are known to be cheaper in the long term and they are also quicker as all workers work at different paces. Overall BREXIT is known to affect JLR negatively this is because the UK is leaving the EU which means Jaguar Land Rover will have to import their products from the EU which they will have to purchase and tax will be made on the purchases as well as taxes for the cars that will be needed to exported into the European Union.

Economic

The Economic factors can be taken into account deterring on the businesses value in the future. An example of this will be BREXIT this is because after BREXIT the pound (£) value is going to decrease which give the business a major disadvantage as it will affect the business as the key economic factors are labour costs and interest rates with the government policies and taxes management. Another factor will determine the business success or failure as the exchange rates change greatly which means they are influenced with a lot of factors such as the unemployment and other factors this is known to be a factor because if the business is trading with a foreign country the prices are bound to change on a regular basis which will lead to the fluctuations within the business and the exchange rates as well. This means Jaguar Land Rover is most likely to be affected with the interest exchange rates because they can fluctuate just like it did in the a few years ago. This means it can impact JLR as there is a low demand but more supply which means it is most likely to affect Jaguar Land Rover.

Social

The Social Factors is what affects the lifestyle this can affect the environment as it is where us humans are. As well as this it can also affect the area the business this also affects the behavior of the customers as well as the workers this means the social change can happen with the demographic change as the one social factor can be it can affect the business with its savings this is because the banks as well as the government intend to rely on the general public to save money. This is only because the money the general public save is the the money the government use to boost the economy which is then borrowed from businesses and for the bank it is borrowed to the householders and a example of this is the householders

needing the money for mortgages. Despite this people who have less money will most likely have a less interest rate from the banks and the government this means people will find it difficult for it to encourage saving. This means Jaguar and Land Rover will only struggle if people will start to save their money instead of spending it on their cars and products this means Jaguar and Land Rover could start to face problems as not as much as people will purchase their vehicles this could lead to cash flow problems which could lead the business becoming in debt.

Despite of this Jaguar Land Rover do take in consideration of the environment and the vehicles they produce they do this by making all their vehicles lightweight this is advantage to the environment as well as the vehicle its self as less fuel is needed which means their would be a decrease of pollution within the environments atmosphere as the carbon emissions are reduced. This shows JLR can be beneficial as they help to improve the society with their best engineers which gives them a recognition and brand image this will be good as this can lead to an increase in more sales due to their excellent engineers.

Technological

The technological factors are what impacts the business and the organisations in which it operates in. Jaguar and Land Rover have been using technology to develop their vehicles and to also increase their productivity time with the workers they do this by using robots instead of using all their manual workers as they intend to get the job done quicker than human beings. The benefits for JLR using technology within their business is starts from work getting done quicker at a higher level of pace there is also no danger to workers as robots will be doing the job the majority of the time they are also cheaper to keep then actual workers in the long run as you only pay a large amount for each robot once were as worker will have to be played on a regular basis ranging from wages being weekly or monthly this could be expensive for the business JLR itself as workers will be working at their own pae and everyone is works on a different level whereas robots all work at the same pace regularly.

As well as this another technological factor is that an increase in communication is being improved as change has been made in the way the business operates and how it is structured as a majority of people can work from a remote or a machine they have also demonstrated this by communicating with earphones as well as having cameras within each department this is good as as everything has a structure and everything is done according to they way they want it to be.

Legal

The legal factors JLR have are that they have to abide to the competition act 1998 as well as the companies act 2006. The competition act 1998 is the law which affects the business by preventing domination by anyone addressing the anti competitive agreements. This means jaguar Land Rover cannot dominate the market because there is other car companies that are around and as JLR prices are set high only a few will shop for vehicles in Jaguar Land Rover. JLR are also affected by the companies act 2006 as they are known as a public limited company and they have to operate the business within a certain manner by following the rules set as well as the regulations that are set. An example of this is the health

and safety of the employees they must feel comfortable within the environment they are in without worrying about something going wrong for their health and safety.

Environment

The environmental factors of the business are the are shown within the engines that have been produced as the carbon emissions is being reduced for their operational impacts which is by reducing the water per vehicle by 20%. JLR have also introduced new lightweight vehicles that reduce fuel so less ultion is being absorbed into to the environment atmosphere. As well as this JLR have stated that by 2020 they will have vehicles that will decrease the carbon emissions and will end up being carbon neutral which means they will have zero waste within their operations which will help them to give opportunities to up to 14 million people within their communities to gain global recognition as a responsible business. This shows that overla Jaguar Land Rover have been taking approaches of combining both engineering as well as designs to drive using technology to reduce the emissions of JLR vehicles.

Ethics

JLR have been using aluminum metal so that they can produce their cars this is because the metal makes the car lighter which is an advantage for the car as there would be a increase gain in speed as well as the car being lighter less this also resembles that less fuel is needed to start the vehicle which means there will be a decrease in pollution. As well as this JLR have clearly shown that they care about others like their customers and not just themselves this is shown when JLR donated their range rovers to the British Red Cross which clearly shows there duty of helping each other and people in general as well as people in need by giving something good in return.

Competitive Environment

Jaguar Land Rover are known to have competition which is international corporation this is because they have their companies in India as well as China etc this shows that JLR have been unique with their cars compared to other car manufactures this is because they have a special feature which is the screen that has special beneficial features such as the camera at the back to see from better angels just from the screen. JLR prices for their pieces are set at a high standard but they are known to be a well known car business so it doesn't really matter as a majority know about their high standards. This is because JLR have a good reputation for their vehicles and are well known for their unique features. They also have a website that has information about their vehicles and products which makes them have a good relationship with their customers as they also allow their customers to customize the car they want online and even purchase it from their website.

JLR do compete with other top car business such as mercedes and audis as they have unique features such as the new screen which is stored within the vehicle . in addition to this JLR have a well known business strategy of using the just in time system which means everything arrives at the same time they need it to arrive. This is a advantage as they are saving money stocking there products up within a warehouse or a unit. They also have a corporate strategy their goal is to delight and exceed the expectations of their customers by

delivering by their unrivaled experiences by engaging products and services as well as providing the great products by investing in the new products such as the newest technology which will deliver a long term stakeholder value. Jaguar and Land Rovers main goal is to grow as a global competitor by maintaining a strong brand image and reputation which will be committed to the environment this will be an advantage as it will create a long term shareholder value which will also be a benefit as it will maintain a market share which will help them to achieve their objectives of the growth which will also most likely gain brand loyalty which will give JLR a good reputation and this will also be meeting the consumers needs. Despite all this JLR market share is known to be very low but to retain their competitiveness JLR will need to build more on their luxury market as well as this they would need to produce an electric car which will be available for the luxury market and also expand into other industries such as other types of transports.

Situational Analysis for JLR

PESTLE Analysis

JLR can use the pestle analysis within their business and firstly the political factor of the business is the government's election which has a change of the approach towards the business and the corporation as well as the tax. As well as this the economic factor of the business is known to be the recovery and the growth within JLRs luxury markets. The social factor is known to be the brand image. The technological factor is having a good investment within the competitors technologies as well as any other innovations that are taking place into the cars. The legal factor is known as the intellectual property which is by the European Union and is directly due to the emissions regulation. Finally the environmental factor of JLR is reducing the carbon emission and they are currently working on this as they have invested a new carbon emission engine for their new vehicles.

The advantages for JLR to be using PESTLE analysis is that the only cost of this will be time and can be completed within a simple document this is also straight forward but the research is necessary. Pestle analysis also helps the business gain a deeper understanding of how to plan the business. This means pestle analysis does help as it helps the business to look into a variety of different factors in which the business could affect the success of their products as the business will be planning more successfully using pestle analysis. Pestle analysis can also help them build a marketing campaign which will increase the amount of customers within JLR.

However the disadvantages of JLR using pestle analysis is the process will need to be changed on a regular basis to it to be effective. It also provides takes up a lot of time to get quality information. Another disadvantage is that people forget the objective they are aiming for which causes issues within the business and also it becomes insufficient for the purpose of strategic planning as pestle analysis only considers the external environment as it ignores the internal environment.

Overall pestle analysis should be used with other plans such as SWOT analysis this will ensure the business has identified the important implications for their organisations so that nothing has been overlooked or not looked at.

SWOT Analysis

Jaguar LandRover do us SWOT analysis so that they can find out what's there strengths and weaknesses. There strengths are that they have a strong brand image which is makes them easy to find and stand out they also have a good reputation. However on the other hand there weaknesses are that they are entrenched within the current market. There opportunities are that they have economic growth as well as market expansion but the possible threats to JLR are the current global trends within the car industries. However despite this the advantages of JLR using SWOT analysis is that you don't really need to rely on any skill such as training skills as it can be made by any one who has potential knowlged about the business itself as well as the industry it operates in. this means the company can get staff members to do this as anyone who has knowledge about the business JLR can do it. SWOT analysis is good because it can identify the environmental factors that palya role within its objective. In addition to this another advantage of using SWOT analysis is that it offers insight as it can be used to gain insight about a market by giving the business a better understanding of their competition. Which means it gives them a opportunity for them to formulate a plan for a competitive position within the market.

Despite all the advantages the disadvantages of using SWOT analysis for JLR are that they are no mechanisms to rank the significance of the factor versus with another within any list. Which means the objectives can be determined. Another disadvantage is there are no weighting factors as the SWOT analysis lead to four individuals of the Strengths weakness as well as the opportunities and threats. As wells athis another disadvantage is that using SWOT only goes in on dismissal of strengths opportunities weaknesses and threats which means the results will only have one influence on the problem which is being analyzed. Addition to this another disadvantage can be if someone's strength which is investigated can actually be a weakness.

Overall SWOT analysis is a vital strategy as it identifies strengths weakness opportunities and threats within a business especially for creating a specific business like JLR. as well as this SWOT analysis helps the company forecast to predict the changing trends which benefit the decision making process of an organisation but the SWOT plan can also result in incorrect decisions being made as the external analysis may not be right and this is a draw back as the external factors are not in the business control.

JLR Porter's Five Forces

Jaguar Land Rover do use the Porter's five forces within their business this is because it allows them to find competitive market within the market. This also allows JLR to find out if what the threats are to them which is increasing the the majority of the public to switch to transport. They also allow JLR to identify the threats of the the new entrants such as the frogner competitors but here are barriers to get within these entries such as large economies of scales and the product differentiation

The advantages for JLR using Porter's five forces is that the model has a role to play in the helping management which helps evaluates the assets of their current market environment. This is because it provides a good foundation for more extensive research of the intelligence which is needed to formulate the business future strategies. Another advantage is that it

offers the challenges were the business threats are and this is most likely to occur within its substitutes. As well as this another advantage is that it enables the managers to think about the current situation of their industry this is because it is structured and is more easy to understand for an further analysis.

However there are some disadvantages of JLR using Porter's five forces and one disadvantage is that this model will have problems with when coming together with today's market and the product groups of organisations. Another disadvantage of using the five forces is that there is only a few market structures which have remained the same because of the new entrants with the availability of ventures capital as well as this there have been technological changes which have been reduced due to the length of the time of the product has between its market maturity. As well as this, lastly another disadvantage is that there could be a risk using porter's five forces as most of the knowledge of using porter's five forces is most likely to be outdated sooner than later as it is only used to have a quick glimpse of the market the business is in which means there will be the model isn't able to provide quality information to take in action.

How the Market Structure and influences on supply and demand affect the pricing and out output decisions for JLR (LAD-P6)

Market Structure

There is an affect within the supply and demand for Jaguar and Land Rover this is because the amount of demand has increased for their vehicles due to people having an increase in income.

A Market Structure is the number of firms within an industry and the way they behave an example of this is monopoly and oligopoly. Monopoly is when a single firm dominates the market and an Oligopoly is when some firms more than one dominate the market. This means a perfect competition is based by the following assumptions such as identical products as well as a wide number of producers. As in a perfect competition there is a wide number of producers that are within the market this is because every firm is usually small within size which means they are most likely to sell their products to a large number of small buyers as well as this every firm are able to sell their output at the current price which means there price will not go lower because if they do increase the price they will be not selling nothing which and will most likely lose their buyers as they would go to new sellers.

Within the perfect competition there are products which are known to be identical and homogeneous this is because the buyers usually can't tell the difference from the products within different firms which mean brand loyalty doesn't really exist as there is no branding for the products which will lead to sellers not selling no indeical products. As well as this within perfect competition there is freedom of entry and exit in perfect competition which means there are no barriers for entry or exit by this means there will be no entry cost. Overall this means that the all the buyers are most likely to have all the information for prices such as the availability of goods and services within the market which means the sellers will also know how to produce goods and services with the same amount of quality and output the buyers have.

Imperfect competition is known as a type of market structure that has some but not quite all the elements such a perfect competition does. This is because the difference is that there is less firms within the market which means there is a form of product differentiation as there are some barriers for the entry and exit as the demand curve is decreasing so the suppliers can influence the price. As well as this monopoly has the price for the leaders as their is a change within high prices however this is often restricted by the government regulation but this does not affect the customers because of new product development. In addition to this promotion is also used by monopoly to persuade their customers so that an increase in sales happens with the market size product as JLR isn't the only firm within the market as there mercedes, bmw and nissans etc which means monopoly only happens when there is only one firm within the market.

As well as this the barriers to the entry exist within monopoly markets that stop the firms from entering the market which include the high cost , high capital costs as well as the the economies which are experienced by large firms. However oligopoly exist when only some firms are within the market they can exploit there consumer s by changing the prices which are high which means there barriers to entry only exists within the oligopoly markets which mainly come through advertising. They usually do compete with non price competition an example of this is promotion there might be an element of the collusion this means it's important that the oligopolists do take this into account regarding the pricing.

For jaguar Land Rover the market structure does affect the supply and demand as the demand has increased with their vehicles they have produced as a majority of people's income has increased. However JLR prices for their cars do vary from £32,000 to up to £100,000+ and customers who want to cstom their car from the actual company they will have to purchase it first by paying first this shows reliability between the customers as they are most likely to stick to that car wilest in the process of purchasing as well as JLR are well known to environmentally friendly as they reduce carbon emissions by installing different types of engines within their vehicles this is an advantage for the business as it shows they do care about the environment to their customers as well as their customers and what they produce as well as this no JLR also allow manual drivers to also drive automatic if they wish to so their car cleary show that it works for both types of drivers.

In addition to this Jaguar Land Rover having perfect competition shows that they are most lily to have unlimited customers which is an advantage for the business as the cost to run the business would not be as high as it already is due to the amount of income the business will be making because of JLR being a well known car company as they are not only recognised in the UK but also worldwide as it is a international business this als lead to them having a well known brand image as they offer a variety of vehicles for a variety of customers from luxury cars to sport cars as well as family cars etc which leads on to saying this is one of the main reasons Jaguar Land Rover have a perfect competition. However despite this a lot of people still won't be able to afford their cars but after the credit crunch a majority of people have known to be more stable ashe economy became stable but even after this a majority still can't afford the viches so if JLR lower their prices to a certain percentage they are more likely to increase customers and will more likely have better prices than their competitors like Mercedes and BMW.

The effects of the business environment on JLR (LAC-M3)

Jaguar and Land Rovers corporate culture is known to be good this because their organisation structure and communication and leadership skills and how they work performance is as there workers are know to be highly motivated workers who make up to 500 cars per. Another reason why their corporate culture is god because their decision making is carefully made and they take their decisions very serious before any decision is made final. However during the last following year JLR produced a vehicle called the F pace. The F pace was not a big success this is known because their sales did not hit what they were aiming for this was most likely because the F pace was like an identical copy to another vehicle they introduced as they had very similar roof panels and similar interior designs this meant JLRs decision was not made careful as this was a wrong decision to make for this vehicle design as there wasn't a high increase with sales for this vehicle. However JLR have clearly learnt from their mistakes they do take it very serious when making decisions so that they can avoid any more mistakes that will lead the business to not be successful they have also known to be l organised within their workplace as they include different places for different parts of the vehicle such as body paint department as well as engine department etc this known as a advantage for JLR as it shows that the product line is known to be continuous so nothing goes wrong as every worker has a role so everything runs smoothly. JLR are also known for their positive attitude while working on other projects as their workforce performance shows that they are highly motivated and it clearly shows their employees work with passion to make up to 500 cars every day this also helps maintain good relationships with their teams which is a advantage as the work gets done quicker and better as everyone is happy. This clearly shows that JLR are not concerned in making a large amount of profit but they rare are concerned there customers have the best cars which are suitable for them as well as the environment as they do whatever they can to help reduce the pollution within the envirementsatmosphers alongside with other stuff etc as well as this every time they help out they get positive feedback fro from their customers which helps them gain more trust with their customers.

The effects on the external environment of JLR are that by having new legislations being introduced by the government this can be a problem as it can affect they way the business operates which could be a risk for the business as this can lead to the brand image of JLR ruined as well as the reputation of JLR. As well as this BREXIT have clearly affected jaguar and LAnd Rover negatively this is because there EU customers will decrease due to the fact JLR is a british car company. Despite this the positive effects JLR have are that weaker firms are most likely to leave the market due to the exit barriers being low which means there can be a drastic in an increase of sales and profit for the value of their vehicle within the business.

Moreover the economical factors that have negatively affected JLR is the monetary policy this is because BREXIT will leave the value of the pound £ to decrease which means the business would not be making as much more sales than they used to as well as their vehicles will be set at a lower value which means there would be a decrease in profits for JLR. As well as this another economical factor is is that the profit tax id due to decreased by 40% each year another reason is saving more and spending less can occur after BREXIT as

it did within the year 2006 so there is a higher chances that there would be a decrease in sales for the business JLR.

The effects on the social factor for Jaguar Land Rover are that people might want to save more and spend wisely which could have a negative affect for the business as people might purchase cars for a lower value and not care about the 'luxury feeling'. However a social factor that has a positive effect on JLR is the responsibilities as they have shown this by donating range rover to the British Red Cross which gives the business a good look.

The effects on technological factors is the automation this has a positive effect on JLR as this helps reduce the amount of workers which increase profit as more robots are set but which also increases profit for the business as to buy robots they pay all at once but for workers they have to get paid regularly regardless if the business in going well or not. Another positive effect for the technological factors of JLR is that they have produced an online website where it enables customers to purchase online custom their cars online with a view of how it will work. In Addition to this the Legal factors which affect JLR is the company law this can have a positive effect towards JLR as it helps to maintain the rules in which they follow when starting up their business.

The environmental factors that affect JLR that the new engines that have been installed in the viechels reduces the amount of carbon emission which helps the environment which make this a positive factor as well as this another positive factor is the reducement of weights of vehicles which reduces the amount of fuel which causes less pollution within the environment. However this did first have a negative affect when the cars were more heavy but they have clearly made this problem to a positive factor.

The advantages for JLR using PESTLE analysis is that the only cost for PESTLE is time as it can be completed through a simple document as well as this this is a straightforward process as well as this it helps the business gain a deeper understanding of the business by using PESTLE. On the other hand the disadvantages of using PESTLE analysis is that the process has to be changed on a regular basis for tit to have a good impact on the business. Another disadvantage of using PESTLE is that it's time consuming meaning it will cost a lot of time to get the relevant quality information.

The effects of a competitive advantage on JLR is that JLR is a international business which has a positive effect as being a international business you attract and gain more customers which clearly increased more sale within the business this will also most likely build a strong brand image for Jaguar and Land Rover and they attract more customers internationally so more people will know about the company.

How JLR responds to change the market (LAD-M4)

JLR respond to changes in the market by making a smart move which is merging with Tata Motors this was a smart move as it increased sales as well as the profit which also gained customers loyalty as a majority of the customers stayed to jaguars then other car brands this gave a strong brand image as well as a very strong reputation for JLR. They have also responded by making vehicles that suit their customers needs as they are quite common with their customers taste which usually constantly change. As well as JLR also launched

two highly exclusive vehicles which were elite cars they benefited from this as it gave them a huge investment which has let them become one of Britain's most successful Car business this is because they offer a wide range of virtues with exclusive features such as the screen and interior designs.

Overall JLR is shown have a positive change in the market this is because they believe in the heart of the business meaning they believed in continuing making new features for their customers satisfaction you can link this back to when JLR were the first to launch the UK'S real world testing of conceited autonomous vehicle technology. In addition to this they have already launched four new products which now offer a bigger range to their customers. They have also launched a new technology recently which is the star up in motion app which helps overcome the modern travel and transport challenges.

To extent which business environment affects JLR using the variety of situational analysis techniques (LAC-D2)

Jaguar and Land Rover can lose customers due to customers personal opinions on the vehicles they produce. This means the negative influence with their supply can potentially have a decrease in sales meaning there cars will not be sold to a greater standard which will mean JLR have more supply and no sales so there would be no profit made. Another political factor is strong political motivation this has a positive out come on the demand this is because there would be an increase in sales on their vehicles as well as this the economy will be more stable financially this will be a benefit for JLR customers because they will be able to grow to become financially stable this will help JLR as there would be an increase in sales as the customers are more likely to purchase their products. In addition to this another political factor is that there is a strong reputation which has a positive influence on demand for Jaguar and Land Rover as their have shown that they have gained there trust with their customers which shows that there customers are loyal and are most likely to repeat a purchase from JLR this due to JLR satisfying the need for their customers by doing what they can to produce better versions and better features for there cars.

A social factor for Jaguar and Land Rover is that there has been a positive influence on the demands this is because there sales have had an increase every year which has given them an increase in profits as well. This is mainly because the workforce are known to be highly skilled workers who are motivated to produce 500 cars each day this clearly shows that JLR productive and motivated to keep on becoming a successful business. However despite this they also do have a negative influence as tey need to make the right sales and enough sales. Which easn they need to sell the 500 cars they are making each day because if not there would be no money coming into the business thus it can bring an negative influence in the price demand.

As well as this another social factor is the amount of english speakers this will have an positive impact JLR as they will be able to trade outside the EU without any problems which will then increase the sales due to their excellence in communication between the business the trade with.

The technological factors for JLR the business being adaptive with new technology this has an positive influence for the business as there customers like to see new technology within

the vehicles and products so this shows that they meet their customers satisfaction which also builds trust with their customers as well as this this could also increase the amount of customers by positive feedback from other customers with word of mouth.

How changes in the market have impacted on JLR and how this business may react to the future (LAD-D3)

The current change within the market is competition as new technology and automotive markets provider from mobility this shows the market is set further to increase. As well as this the main current change to the market overall is BREXIT as the UK is planning to leave the European Union this has impact Jaguar and Land Rover negatively beaches the value of their cars will decrease as the British pound value will decrease as well as this the amount of customers will decrease due to JLR being a British based company and it will cost them to ship their vehicles to the EU if they want to be purchased so they will lose some profit.

Another current change within the market is globalization this is because a lot of car business have started to go international so JLR have resolved this by reducing the number of production platforms wholest modifying labour agreements this was made so it becomes easier for the team to operate effectively also so the workers are happy and are safe in a comfortable environment so that they become more productive team overall.

One future change within the market for JLR is to is to continue the expansion within emerging economies. Another future change within the market is electric vehicles Jaguar and Land rover have been planning to build electric vehicles by 2020 as they would like to invest there money in electric cars to boost green technology the benefits of investing into electric cars are that they are cheaper to run as there is no fuel and runs on battery which means it is also cheaper to maintain as well as this their will be no pollution which is a benefit to the environment as it doesn't harm the animals as well as everything else as there is no pollution.

Innovation and Enterprise
How Innovation and enterprise has
contributed to the business of Apple



Within the following year of 2013 Apple surpassed the company Coca Cola and now Apple is now considered the world's most inactive company due to apple's innovation strategies which include terrific new products as well as innovation business models. Some of their most game changing innovations are known to be Itunes, Ipod, Iphone and Ipad.

Apple's innovation system

Apples is known to be cultural due to the commitment of their innovation as the process is not driven. As Apple's most successful products were started by only a few people without any formal structure neither hierarchy but with only a little corporate oversight.

In 1998 apple introduced the first IMAC since this Apple had already expanded into several different product sectors, which were digital cameras, CD players and handheld computer the Apple Newton, but Jobs cut everything back to desktop and laptop computers. Second, it shook up the design of hitherto beige, boxy personal computers with vivid colours and aesthetically pleasing curves, with design genius Jony Ive making his mark under Jobs.

The Apples store was launched in 2001 as well as this the ipod was also launched in the following year and the first Iphone was launched in 2007. The Appstore was introduced in 2008. The ipad was introduced in 2010 and the apple watch in 2015.

How Apple has been enterprising

Apple has been enterprising due to their strong and fruitful alliances which led them to partnership with IBM, Cisco, SAP and JAMF as well as other organisations. These partnerships with the firms who have already built trust within the enterprise.

In addition to this the enterprises who have chosen to use iOS are happy with the results this is because iOS is not just of itself it is also the most compatible and secure mobile OS as this data travels happily through MAC, PC and other iOS devices.

The strong developer tools also help the enterprises to help and build the connected tools to build conceded tools to build internally and externally this leads Apple to open a wide range of opportunities for the innovations that are across a score of industries.

