

## GCSE Business pupils learn about multinationals



The Upper 5 GCSE Business group have made a fantastic start to the new academic year. They have built upon their prior knowledge gained in Lower 5 about small businesses and what impacts them, to now learning about the different ways in which businesses can grow and evolve.

Following learning about international business they have recently completed business portfolios on multinationals of their choice - these presentations were outstanding.

Jasmine and Ruby were able to clearly explain and demonstrate how the owner of Dollsmash, Rachel, has grown the business in such a short period of time and expanded into Dubai from the UK. Arundeeep, Jay and Matas were able to clearly explain and demonstrate how Apple has evolved and now owns 125 different brands such as Beats. Finally, Felix, Jacob and Oscar enthusiastically shared their presentation on how Ralph Lauren has developed from selling ties to a huge product portfolio and explained problems they have recently faced with their brand image due to certain celebrities wearing their branded clothes.

On the horizon...The Lower 6 students who study BTEC Business are visiting St Gemma's hospice on Friday 11<sup>th</sup> October to assist them with their coursework which involves comparing two different types of organisations.

Mrs Hannah Woods