

Many established businesses will have an **objective** of **growth**. This can be done **internally (organically)** where the business grows in its own right e.g. opening new stores or expanding its product range. Or it can be done **externally (inorganically)** by acquiring other businesses.

Watch the fourth part (approx. 15 mins.) of the Channel 5 documentary "Inside Aldi".

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

Aldi has achieved growth. Write a paragraph to explain how Aldi has achieved growth and what evidence there is of this. Your challenge is to include as many of these terms in your paragraph as you can – show off your knowledge of business!

- Market share
- Competitive industry
- Competitive advantage
- Marketing mix
- Organic growth
- Inorganic growth

E-commerce is the selling of goods and services over the internet. Unlike other major supermarkets, Aldi does not offer e-commerce. What are the advantages and disadvantages of this to Aldi?

| Advantages | Disadvantages |
|------------|---------------|
| | |

SWOT analysis looks at the internal strengths and weaknesses and external opportunities and threats to a business. One threat is that of new entrants to the market. Tesco opened Jacks and Amazon has entered the grocery market. Should Aldi be worried. Mark your response on the spectrum below.



Justify your answer:

Corporate social responsibility (CSR) is a business' willingness to accept its ethical obligations to all of its stakeholders.

The ability to carry out independent research and read around your subject are important skills in all subjects in the sixth form and beyond.

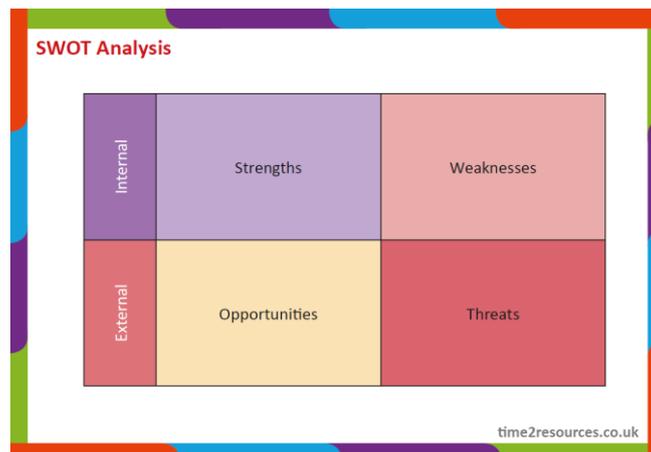
Carry out some research into the Oxfam study <https://www.oxfam.org/en/take-action/campaigns/end-suffering-behind-your-food/supermarkets-scorecard>

Look at Aldi's commitments to corporate responsibility <https://www.aldi.co.uk/corporate-responsibility>

How would you rate Aldi's CSR?
Justify your answer.

In this worksheet we have looked at some key year 2 concepts as well as year 1.

Consolidate all of your notes into a SWOT analysis for Aldi. You could produce this on the computer or by drawing it out on a large piece of paper. *Tweet pictures of your completed SWOT analysis using #Time2resources for a chance to win individual or whole class prizes.*



In business, you will learn a lot of new terminology. In this worksheet you have been introduced to 7 key terms.

- Objective
- Growth
- Internal (organic) growth
- External (inorganic) growth
- E-commerce
- SWOT analysis
- Corporate social responsibility

Another Channel 5 documentary is “Inside Waitrose”. You could watch this to complete a comparative study looking at the similarities and disadvantages.

<https://www.channel5.com/show/inside-waitrose/>

If you want to get ahead take a look at the Time2Resources selection of guides, glossaries and postcards available on eBay. Perfect to ensure you have all the knowledge necessary, these are handy resources that will support you throughout your course, right up until your exams. Links by exam board below.

AQA A Level Business

<https://drive.google.com/open?id=19UcrYvNQaWNHU4vZcU-Y96fFWpd4zu1F>

Edexcel A Level Business

<https://drive.google.com/open?id=1IdWAIqEqjFCCBLIdge0v4LuRFkoUCnI0>

WJEC/Eduqas A Level Business

https://drive.google.com/open?id=1afrpEo0_h2-5VCCfotFHKIduzaBrU4Oa