

THE PALMER CATHOLIC ACADEMY, SUMMER 2024
A Level Business Transition Work, Year 11 into 12

Your Task

1. You are to research Merlin Entertainments. You need to get an overview of the company and answer the following questions:
 - a) What are the different parts of the company and what do they offer to customers?
 - b) Where does it sell its goods or services?
 - c) What are the aims of the company? What does it want to achieve?
 - d) Who are its main competitors?
 - e) What is the size of the company in terms of visitors, sales and profits? Compare the figures for the year 2023 and 2022 (Look at page 1 of the accounts below)
 - f) Comment on whether it is successful and say why- refer to page 1 of the accounts but consider all the data in your analysis.
 - g) Write a conclusion evaluating whether you feel the company will be a success over the coming five years, considering whether more people around the world are likely to be wanting leisure breaks.

Your starting point

Use the company website to help you:

<http://www.merlinentertainments.biz>

This is the link to the company 2023 accounts document

<https://www.merlinentertainments.biz/media/6426/merlin-annual-report-and-accounts-2023.pdf>

Also search on the internet for news items and expert opinion on the company and its prospects.