**Checklist Assignment 1.2 (British Airways)**

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| P4 | Introduction to Internal and External Environment, brief intro to British Airways |  |
| P4 | Written paragraphs Internal Environment in BA (Corporate culture, Corporate Social Responsibility and Ethics) |  |
| P4 | External Environment; explain PESTLE in written paragraphs and give an example for BA in each one |  |
| P4 | The Competitive Environment; explain competition & importance of competitive advantage ( + relate to BA) |  |
| P5 | Brief introduction to Situational Analysis (just explaining what it is and what types of analysis you will undertake). |  |
| P5 | Complete the PESTLE table for BA. Remove the hints columns and any instructions. |  |
| P5 | In written paragraphs, complete Porters 5 Forces analysis for BA. Include a diagram. |  |
| P5 | Complete the SWOT table for BA. Remove the hints columns and any instructions. |  |
| P5 | Complete the 5Cs table for BA. Remove any instructions. |  |
| M3 | In written paragraphs, analyse HOW British Airways are affected by the business environment |  |
| D2 | Conclusion, TO WHAT EXTENT have BA been affected by the factors and how have they reacted to these issues? |  |
| P6 | Completed table on Perfect and Imperfect Competition |  |
| P6 | Influences on Demand - Written paragraphs using template on GOL |  |
| P6 | Influences on Supply - continuation of same template on GOL |  |
| P6 | Price Elasticity of Demand - continuation of same template on GOL |  |
| M4 | Written analysis (using ppt for guidance) analysing the impact on pricing and output decisions |  |
| D3 | Written evaluation (using same ppt for guidance) of the extent to which BA are affected by changes in the market |  |