The Secrets of Sports Direct

<https://estream.godalming.ac.uk/Default.aspx?search=secrets%20of%20sports%20direct&page=1&fp=0>

**Answer the following questions as you are watching the documentary:**

1. What is the USP of Sports Direct according to consumers?

2. How much is founder Mike Ashley worth?

3. When did Sports Direct start to become particularly successful? What did it identify in the market?

4. In what way, was it found Sports Direct misled the public in 2008?

5. Explain the misleading pricing tactic used by Sports Direct when the new Nike trainers arrive in stores?

6. At the warehouse, what did stock already arrive with?

7. How does Sports Direct explain why it’s able to charge such low prices?

8. How much was Sports Direct floated on the stock market for?

9. Why is Mike Ashely a controversial figure?

10. Why are Newcastle United fans unhappy with Mike Ashley?

11. What is the difference between the way Sports Direct claims it treats its employers and the reality?

12. What kind of conditions are the Sports Direct employees working under?

13. List the practices that Sports Direct uses to monitor their employees?

14. How do employees describe the working environment at Sports Direct?

15. What kind of “errors” can you get a strike for?

16. What did the newsletter given to staff say about sick pay?

Did Sports Direct break the law? Explain in the boxes below how they may have potentially broken the following laws….

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| --- |
| Consumer Law |
| Employment Law |

Read the article attached – how did Sports Direct get away with treating their employees in this way?

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