

## Sixth Form Transition Tasks: **Applied Business**

Please choose at least 5 tasks to complete from the choices below.

Read	Watch	Listen	Visit	Create
<p>Introduction to Merlin Entertainments <a href="#">Download presentation (PDF 5.4mb)</a></p> <p>Merlin Entertainments "About us" <a href="https://www.merlinentertainments.biz/about-us/">https://www.merlinentertainments.biz/about-us/</a></p> <p>Merlin Press Releases, specifically about new rides/ ideas/ attractions <a href="https://backstage.merlinentertainments.biz">https://backstage.merlinentertainments.biz</a></p> <p>Read about the 3 brands that Merlin LTD operate: <a href="https://www.merlinentertainments.biz/our-brands/">https://www.merlinentertainments.biz/our-brands/</a></p> <p>Read about the making merlin magic teams: <a href="https://www.merlinentertainments.biz/about-us/m">https://www.merlinentertainments.biz/about-us/m</a></p>	<p>Alton Towers: A Rollercoaster Year. <a href="https://www.channel4.com/programmes/alton-towers-a-rollercoaster-year">https://www.channel4.com/programmes/alton-towers-a-rollercoaster-year</a></p> <p>A presentation about the Digital Guest Journey: <a href="https://www.investis-live.com/merlin-entertainments/5ccabd26451b960b00ad10a4/mdgj">https://www.investis-live.com/merlin-entertainments/5ccabd26451b960b00ad10a4/mdgj</a></p> <p>Careers- from costume character to chief development officer <a href="https://www.youtube.com/watch?v=RgriHUOo1J4">https://www.youtube.com/watch?v=RgriHUOo1J4</a></p> <p>COVID Safety at Merlin attractions <a href="https://www.youtube.com/watch?v=v0sH5_8e">https://www.youtube.com/watch?v=v0sH5_8e</a></p>	<p>TED talk: Starting a business playlist: <a href="#">talks for when you want to start a business</a></p> <p>A journey into Puginland: <a href="https://www.bbc.co.uk/programmes/b01q5znt">https://www.bbc.co.uk/programmes/b01q5znt</a></p> <p>BBC Radio Derby - Theme Park Worldwide Interview <a href="https://www.youtube.com/watch?v=8Rw65OV7c-E">https://www.youtube.com/watch?v=8Rw65OV7c-E</a></p>	<p>Take a virtual tour of Alton Towers: <a href="https://altontowers.360hdtour.s.co.uk">https://altontowers.360hdtour.s.co.uk</a></p> <p>Take a virtual tour of Warwick castle <a href="https://historyview.org/library/warwick-castle/">https://historyview.org/library/warwick-castle/</a></p> <p>A virtual tour of Sealife centre, Melbourne <a href="https://www.youtube.com/watch?v=CNE6smbZ68k">https://www.youtube.com/watch?v=CNE6smbZ68k</a></p> <p>Experience Galactica, the world's first VR rollercoaster at Alton Towers: <a href="https://www.youtube.com/watch?v=1EbtoaHUuHY">https://www.youtube.com/watch?v=1EbtoaHUuHY</a></p> <p>Visit Disneyland's virtual tour: <a href="https://www.visitorlando.com/things-to-do/virtual-tours/walt-disney-world-resort/">https://www.visitorlando.com/things-to-do/virtual-tours/walt-disney-world-resort/</a></p> <p>Visit Universal studios tour</p>	<p>Outline a brief introduction to the company, Merlin Entertainments; what it is and what it does, the brands that it operates</p> <p>Provide a little bit of history of the company The aims and objectives of the company (called Growth Drivers)</p> <p>What is a Private Limited Company? Provide a clear explanation What are the main advantages and disadvantages TO MERLIN of operating as an LTD?</p> <p>Describe how Merlin</p>

<p><a href="https://www.merlinentertainment.biz/about-us/new-business-development/">erlin-magic-making/</a></p> <p>Read about the most recent structural changes at Merlin  <a href="https://www.merlinentertainment.biz/about-us/new-business-development/">https://www.merlinentertainment.biz/about-us/new-business-development/</a></p> <p>Read about the shocking number of deaths at Sealife centres  <a href="https://www.bbc.co.uk/news/uk-england-43242081">https://www.bbc.co.uk/news/uk-england-43242081</a></p> <p>Find out about Alton Towers secret weapons  <a href="https://www.towerstimes.co.uk/features/a-history-of-the-secret-weapons/">https://www.towerstimes.co.uk/features/a-history-of-the-secret-weapons/</a></p> <p>Read about the history of Alton Towers  <a href="https://www.towerstimes.co.uk/history/the-history-of-the-towers/">https://www.towerstimes.co.uk/history/the-history-of-the-towers/</a></p>	<p><a href="#">X30</a></p> <p>The smiler crash-report  <a href="https://www.youtube.com/watch?v=s5osUOBVZoI">https://www.youtube.com/watch?v=s5osUOBVZoI</a></p> <p>Find out about how Merlin protect their ideas from their competitors:  <a href="https://www.merlinentertainment.biz/newsroom/media-library/">https://www.merlinentertainment.biz/newsroom/media-library/</a></p> <p>Behind the scenes on the opening of Alton Towers hotel and resort:  <a href="https://www.youtube.com/watch?v=TUu20wCWxoo">https://www.youtube.com/watch?v=TUu20wCWxoo</a></p>		<p><a href="https://practicalwanderlust.com/universal-studios-virtual-tour/">https://practicalwanderlust.com/universal-studios-virtual-tour/</a></p> <p>Visit Flamingoland’s virtual tour:  <a href="https://www.flamingoland.co.uk/virtual-tour/">https://www.flamingoland.co.uk/virtual-tour/</a></p> <p>Virtually visit the top 23 theme parks and attractions in the world:  <a href="https://www.businessinsider.com/virtual-museums-theme-parks-activities?r=US&amp;IR=T">https://www.businessinsider.com/virtual-museums-theme-parks-activities?r=US&amp;IR=T</a></p>	<p>motivates it’s staff (Employee engagement)</p> <p>Describe how Merlin recruits and trains it’s staff</p> <p>Describe the employee benefits of working at Merlin</p>
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