**Features contributing to the success of contrasting businesses.**

**Features of Businesses**

Public Sector:

Companies within this sector are government owned examples of this sector are buses, BBC, TFL, Post offices and services are education, and the NHS are counted as services under this sector

Private Sector:

Examples of Private Sector company:

One example of a private sector company is a sole trader which has unlimited liability meaning if the business goes into debt, then the owner of the company must pay off the debt This is also a company owned by 1 individual so if the company does fall into a debt, then the sole owner has to pay for everything or liquidate the assets of the company.

Another example of a private sector company is a partnership. This is a company that is owned by 2 or more people this private sector also has unlimited liability meaning that if the company goes bankrupt or into debt then the 2 or more owners would have to liquidate assets or cover the debt using their own money the debt would also be split between all owners of the company.

Another example of a private sector company is a LTD which means Limited Liability Companies and unlike the 2 previously mentioned examples this is a Limited Liability company meaning that if they fall into debt it is the responsibility of the stakeholders to cover the debt of the company but with a LTD company you cannot sell shares to the public and can only sell shares of your company to family and friends.

1. PLC – Public Limited CO [Limited Liability]

Voluntary Sector:

Companies under this sector are non-profit organisations meaning that these companies take no revenue, and they only help people in need.

For Example:

1. Food
2. Shelter
3. Warmth
4. Water
5. Clothing

**Apple**

Apple was established in 1976 as Apple Computing Company then the year after was changed to Apple Computer Inc. and was started in Steve Job’s parents’ garage where he created the Macintosh and is now one of the biggest technology companies by revenue in June 2022. Apple is categorised under the information technologies sector and Apple Inc’s scope of the business is international as the company operates all around the world in every country. The company’s type of ownership is a publicly traded company which means that no individual or entity owns the company. However, the biggest stakeholder in Apple ink according to businessmodelanalyst.com is The Vanguard group holding 7.8% of the company. The size of the company depends on but according to Wikipedia as of 2023 the company has over 161000 employees and their total assets is $352.58 billion US dollars as of 2023 and the total equity of the company is $62.15 billion US Dollars as of 2023. The organisation speciallises in making technology products such as phones, computers, Wifi Solutions, desktops and much more and they sell a product and a service such as the product that apple provides is the technology for example your IPhone and they provide services such as Apple Music, Apple TV, iCloud and more.

**JD Sports**

JD Sports Fashion PLC was established in 1981 and founded by 2 individuals called John Wardle and David Makin and has a large number of stores 3,400 as of July 2022 and the company’s sector is Clothing and Sportswear accessories and is an International company meaning it operates worldwide the ownership type is a mix of institutional, retail and individual investors. The size of the company is large as it has 44,488 employees as of 2022 the organisation sells clothing shoes and other items of apparel across the globe, and they sell a range of products such as shoes clothing hats bags etc.

**Stakeholders**

A stakeholder is a person who supports a business and influences it for the success of its product stakeholders in the company such as the owner managers workers the consumers the suppliers etc because they all have a say in the company how it works and etc.

Apple Inc

Advantages: The money that they receive from the government they can use to advertise, and this helps Apple as a business and because they have government funding this allows them to fund their new products and allows them to open new stores in the UK using this funding they also get funded by there stakeholders such as the group called The Vanguard Group which own 8% of the company which is also good for the Vanguard group because there shares will increase in price but this funding from The Vanguard Group allow apple to also put more money into there projects and advertising fund etc

JD Sports

Just like apple JD sports also gets government funding which will help them as this allows JD Sports to open new stores around the UK and this also helps them fund new products.

One advantage

**How is Business 1 organised?**

Describe the organisational structure, functional areas and aims and objectives.

Paragraph description of the OS with image

5 x paragraphs of functional areas

1 x aims and objectives.

M2

**How is Business 2 organised?**

Describe the organisational structure, functional areas and aims and objectives.

Paragraph description of the OS with image

5 x paragraphs of functional areas

1 x aims and objectives.

M2

**Conclusion**

Evaluate the reasons for the success of two contrasting businesses, reflecting on evidence gathered.

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