Worksheet 2

Name Class Date

**The negative impact of the pandemic on different businesses**

**1** Decide which of the following businesses’ financial objectives have been most and least negatively affected by the COVID-19 pandemic.

|  |  |  |
| --- | --- | --- |
|  | Most affected | Least affected |
| 1. Premier Inn (hospitality) |  |  |
| 1. Paramount Pictures (film producers) |  |  |
| 1. Zoom (video conferencing) |  |  |
| 1. Peloton (cycling app) |  |  |
| 1. American Airlines |  |  |
| 1. Caribbean Cruises |  |  |
| 1. HelloFresh (recipe kits) |  |  |
| 1. Cineworld (cinemas) |  |  |
| 1. BASE Dubai (nightclub) |  |  |
| 1. TUI (travel company) |  |  |
| 1. Pearson Edexcel (exam board) |  |  |
| 1. Netflix |  |  |
| 1. Amazon |  |  |

**2** Compare your answers to **Question 1** with a partner. Choose one of the businesses from the list in **Question 1** and challenge your partner to justify their choice.

**3** Choose a different business from the list in **Question 1**. Challenge your partner to suggest how the business’s objectives may have changed as a result of the pandemic and the reasons why.

**4** With a partner, choose six of the companies from the list in **Question 1** and for each of them describe:

**a** How that business was affected by the pandemic

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**b** How the pandemic may have affected the business’s objectives

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**c** What steps the business might have taken to help it achieve its new objective

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