**Extended preparation work for 6th form PART 2 – Rahul Das**

Documentaries

Panorama Amazon: What they know about us - Amazon

Throughout this documentary we are given an insight of how the shopping company amazon treat its staff and about their working conditions. The main reason why I picked this documentary is because it has the potential to expose amazon’s secrets and how they achieved such a large market share in a short time. I also enjoyed watching this as the information given to us was reliable as it was primary, given from past workers of the company, this in a way enticed me to keep watching as it could also show us what amazon have been hiding.

Furthermore, the documentary hinted at the aims of their smart assistant. Their aim was to make shopping more accessible, quicker and easier. Therefore, making them spend more (through amazon) and amazon raising their profits as an online shopping site. Personally, I think that the technology amazon has created here and a trend for smart assistances which make buying extremely easy is very cleaver as it makes the business more accessible for the customer and also fills a large gap in the growing market of being a reliable smart speaker. As a whole I would give this documentary a 9/10.

Broken - Ikea

In this episode, the broken show investigates Ikea and how them cutting corners in their furniture, just to make them cheaper, is potentially harming their consumers. Furthermore, they study not only Ikea’s ethics but their environmental impact as a result as their logging in order to make furniture. It’s said that “at least 9 children have died in tip-overs of Ikea’s dressers since 1989.” And despite desperate recalls of products that have been proven to be harmful to the public, Broken explore the reasons why Ikea don’t recall the items. The reasons given includes a loss in revenue and also a bad image as they would be admitting to people that their products are harmful, and they think by not saying they are they could get away with potentially life-threatening furniture. But due to the Broken crew we are shown the true ethics and priorities of Ikea and that the customer doesn’t come first but the brand does.

In conclusion I give this program a 9/10 as I am proud that Broken are calling out to the world the secretes of the biggest brands.

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Films

Deep water horizon

In this film, an oil rig catches fire and explodes, due to numerus malfunctions, thus killing multiple crew members of the oil rig. Leading to the survivors to fight for their life’s and escape to safety of the flames of the oil rig. The dispute through this is when one of the collogues try and tell the coast guards that they’re in need for help however, the leader of the oil mission denies all pleads for help and tells the co-worker not to tell the life guards that they need help. Leading to more deaths which could have been prevented and due to this unethical decision, when the remanding survivors are safe they make sure that the leaders of the mission that denied the option to call for help are given charges of manslaughter and sent to prison.

Overall, I liked this film because it was based on a true story that happened and I liked how the justice was given to those who made the unethical decision, as a whole I would give this film a 7/10.

Steve jobs

In this film, we are shown how the marketer Steve jobs deals with problems not only as a marketer but throughout his own life like his daughter and ex’s relationship. This film goes through a range of emotions and throughout all of that and eve Steve being fired from Apple he always has plan to come back and shows that he can sell anything, and he even shows how the little things such as a computer saying ‘hello’ can make the difference and sell it.

Overall, I think that this film was very good, and I enjoyed that it gave us an insight to how apple was made and how it has become what it is today. In conclusion I would give this film an 8/10.

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Books

The rise and fall of marks & Spencer

Throughout this book we are given the insight to how the staff were deserted, stocks were falling and why all of this was happening, we’re also given an answer to the failing company and how marks & spencer made its self-back up to one of the biggest super market chains today. Furthermore, we are given an explanation to why the changes in hands of the company ensured the survival of the company. And how they’ve learnt that rather than making profits, the other most important objective is customer loyalty. Overall, I would give this book a 6/10 as I feel it was quite long winded for how much happened and it didn’t really give me the excitement to read on.

What you see is what you get – Alan sugar

In this book, we are shown how sir Alan sugar went from growing up on a council estate with his dad dwelling on how at any point he could be fired to him becoming a million air. One of his first ways of making money were him selling ginger beer and then leading on to him later in life creating his own company with computers which were becoming more common in that time period. He also tells us how that lead to him learning the stock exchange market and how he began to make his first million. Furthermore, in the book he tells us his mistakes that he made and that which nearly made him broke, his work with the government and how came on the apprentice (UK). Overall, I found this book to be very knowledgeful and I’ve learnt a lot about sir Alan sugar’s life through this. I give it a rating of 8/10.

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Topical business news articles and videos.

Coronavirus: Six things that are booming in sales:

Throughout this news article BBC news state that: bikes/exercise gear, outdoor/indoor games, home and garden items, reading matter, electrical goods and coffee have increased in sales. BBC news say that the cause of these increases in purchases of these products is because “While families are stuck at home, they’re keen to find ways of keeping their minds and bodies active, well-fed and refreshed, as their purchasing choices reveal.” And because of people and children having more spare time due to work/schools being closed these people have to find new ways of entertaining themselves for a longer time that would last.

# How are food supply networks coping with coronavirus?

Because of the closed borders/strict border control, truck drivers have been struggling to stock the shelfs of the supermarkets leading to people seeing the lack of essentials on the shelfs this means that people think that they’ll have to buy as much as they can when products finally come back in stock because they don’t know when the shelfs will be full again. “Supermarkets are positive that they can cope” but just in case they have told shoppers that there is only enough stock to go around if you don’t panic buy and shop normally. To enforce this no panic buying rule, they have decided to ensure that every customer has a limit to what they can buy and even give certain people i.e. front line workers or elderly the first hours of the opening time of the store