

Question 1 (a)(i)

Candidate A

1a	Becoming 100% self-sufficient in renewable energy	
	Constructing low-carbon refrigeration system	

Candidate B

1a	Mackies is trying to become self-sufficient in renewable energy.	
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Candidate C

1a	Mackies made "a little luxury" during covid time which was a nice thing to do for those at home and made sales rise.	
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Question 1 (a)(ii)

Candidate A

	ii) As I believe a business should	
	be ethical because it will	
	encourage people people who are	
	ethical to shop at their business,	
	I believe people which will	
	make them gain more profit,	
	I also believe a business	
	should be ethical because	
	being ethical goes by government	
	regulations, which will make	
	the business look good to	
	the government, which could	
	make them gain things such	
	as a grant.	
	Another way I think businesses	
	should be ethical is because	
	it is good for advertising, and	
	it will make the business look	
	good, it will also encourage	
	others to be ethical as well,	

Candidate B

	(ii) It is better for our planet, not having to use	
	anything risking harming the planet, and more people	
	will buy products if find out it's eco-friendly	

Candidate C

aii	using ethical operations means that is good	
	because it means the business is trying to	
	do the right thing the right way and be	
	better for the economy and society.	

Question 1 (b)(i)

Candidate A

b(i) Mackies could use postal surveys, this is when you send a questionnaire via the mail, postal surveys are inexpensive and easy to make <u>but</u> the questions need to be simple. Online surveys, this is when you send a questionnaire via the internet, it online surveys will reach a large geographical audience <u>but</u> you're limited to people who have internet. Focus groups, this is when members of your target audience come together for a guided discussion, this focus groups mean you can explore topics in depth <u>but</u> it is very expensive.	
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Candidate B

bi	Mackies could use field research	
	such such as a postal questionnaire	
	to get their answers however	
	most people will be busy and	
	won't have time to return the	
	survey. Another example of field	
	research Mackies could use	
	is an online survey which has	
	various benefits such as it's	
	quick and easy for customers	
	to use which means they're	
	more likely to receive accurate	
	information Mackies could	
	also use face to face interviews	
	but the only downside to this	
	is that it's very time consuming	
	and costly. Desk research also	
	has various advantages. Mackies	
	could look at competitor websites	
	to see which of their products	
	is doing well. Mackies could	
	research products that are	
	in demand to see if they could	
	release their own version.	

Candidate C

1 bi	Field research is the information that gathering first hand information due to the specific purpose of the business. However, it could be expensive. For example, hold an interview or a test to know what customers want or need. Desk research is the information that gathering second - hand information like newspaper or online website. It can be cheap and fast but the information may not suitable for the business purpose.
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Question 1 (b)(ii)

Candidate A

	ii) one way mackies could	
	use Exhibit one as	
	information to its benefit	
	as they now know what	
	ice cream to promote and	
	advertise more as they can	
	gain more of a profit from	
	it. <small>another way mackies could use this as a benefit</small>	
	<small>as they now know what icecreams to</small>	
	<small>give discounts on ice so they can</small>	
	still gain a profit from them,	

Candidate B

	ii) take notes on where to go next with	
	flavours (more vanilla based than chocolate)	
	• find the customers interests	

Candidate C

	ii) Mackies could create flavours which will	
	target all audiences, for example dairy-free	
	ice-cream and they could create more	
	exciting flavours with vanilla, chocolate and	
	mint choc chip.	

Question 1 (c)

Candidate A

1c.	The business can choose to locate in places that	
	have high footfall which means more customers will be	
	attracted. Places that have large space for parking	
	can be chosen which means it will be easier for	
	customers to buy more. Also, places that are close	
	to the supplier can be chosen which means the	
	delivery cost will be reduced.	

Candidate B

C	<p>one factor to be considered is the footfall, this helps know how many people walk past and may be be potential costumers. being on a busy street where people walk everyday may catch people's eyes and they may want to try the product from the shop.</p> <p>Another factor is to be considered is if it is accessable for asupplies to deliver the stock needed. it is better for a business to have a space where the suppliers can</p>	
C	<p>access fully so they can drop supplies of easily and without struggle.</p>	

Candidate C

C	• they should go to places that may be warmer (beach e.t.c)	
	• a place with a lot of ^{space} square feet	
	to build more to their company	
	• a good environment to use the least amount of energy possible	

Question 1 (d)

Candidate A

d	Premium pricing is when a 'luxury' brand will raise their price which implies it's a better quality product whereas low pricing is often used by supermarket own brands which means it's stereotypically going to be a lower quality product hence the low price but this often attracts more buyers.	
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Candidate B

1d	Mackie's used premium pricing while Strachan's used low pricing.	
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Candidate C

d	Premium pricing is usually on branded items, making people believe its better quality	
	however low pricing is placed on less	
	popular items	

Question 1 (e)

Candidate A

e)		
	The external factor of "recession" is economic	
	The external factor of "lockdown" is political	
	The external factor of "panic buying rush" is economic and social,	

Candidate B

e.	Recession - Real Economy	
	Lockdown - Political	
	Panic buying rush - Social.	

Candidate C

1e	Recession - Economical Political	
	Lockdown - Economical	
	panic buying rush - Social	