

# Question 1 (a)(i)

## Candidate A

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

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## 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) <del>Also</del> I believe a business should	
	be ethical because it will	
	encourage <del>people</del> people who are	
	ethical to shop at their business]	1
	<del>I believe people</del> [which will	
	make them gain more profit]	1
	I also believe a business	
	should be ethical because	
	being ethical [goes by government	
	regulations], [which will make	1
	the business look good] to	FM
	[the government, which could	
	make them gain things such	
	as a grant].	FM
	Another way I think businesses	
	should be ethical is because	
	[it is good for advertising], and	REP
	it will make the business look	
	good, it will also encourage	
	others to be ethical as well,	

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## 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	

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## Candidate C

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

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# Question 1 (b)(i)

## Candidate A

b(i) Mackies could use [postal surveys, this is	
when you send a questionnaire via the mail]	1
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] <del>it</del> [online	1
surveys will reach a large geographical	
audience] <u>but</u> [you're limited to people who	1
have internet.] Focus groups, this is when	1
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	1
very expensive.	

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**Candidate B**

bi Mackies could use field research	
<del>such</del> 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	1
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	1
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]	1
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.	

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## 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 aduertise] more [as they can gain more of a profit] from it.	
	another way mackies could use this as a benefit as [they now know what icecreams to give discounts on] <del>so</del> [so they can still gain a profit from them]	

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### Candidate B

	ii) take notes on [whene to go next with flavours (more vanilla based than chocolate)]	
~~~~~	• find the customers interenest	

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### 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.	
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# Question 1 (c)

## Candidate A

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

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## Candidate B

C	<p>one factor to be considered is the <b>[</b>footfall, this helps know how many people walk <sup>ID</sup> past and may <del>not</del> be potential costumers <sup>EXP</sup> <b>]</b></p> <p><b>[</b>being on a busy <sup>ID</sup> street where people walk everyday may catch people's eyes and they may want to try <sup>EXP</sup> the product from the shop. <b>]</b></p> <p>Another factor <del>is</del> to be considered is <b>[</b>if it is accessable for <del>a</del>supplies to delive <sup>ID</sup> the stock needed. it is better for a business to have a space where the suppliers can</p>	
C	<p><sup>ID</sup> access fully so they can drop supplies of easily and without struggle <sup>EXP</sup> <b>]</b>.</p>	

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## Candidate C

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

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## 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	

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## Question 1 (e)

### Candidate A

e)		
The external factor of "recession" is [economic]		1
The external factor of "lockdown" is [political]		1
The external factor of "panic buying rush" is [economic] and social,		1

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### Candidate B

e. Recession - <del>Pol</del> Economy		
Lockdown - [Political]		1
Panic buying rush - [Social]		1

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### Candidate C

1e Recession - <del>Economical</del> Political		
Lockdown - Economical		
panic buying rush - [Social]		1

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