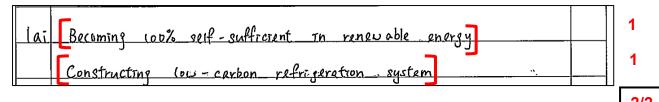
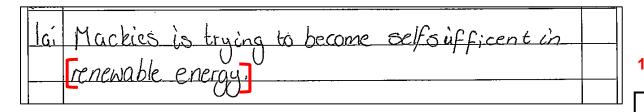
## Question 1 (a)(i)

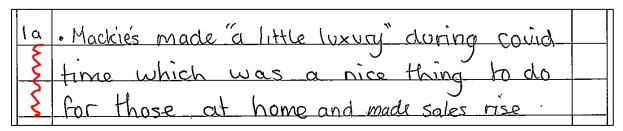
#### **Candidate A**



#### **Candidate B**



#### **Candidate C**

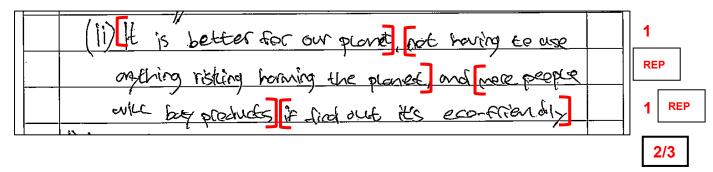


# Question 1 (a)(ii)

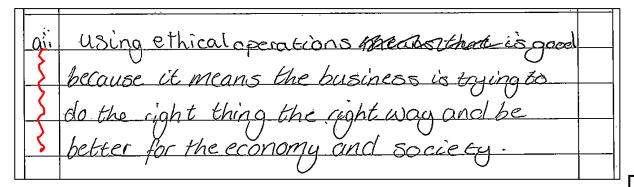
## **Candidate A**

ii) Alba I believe a buisness should	-
be ethical because it will encourage people who are	_
ethical to shop at their buisness	1 1
L believe propte which will	- - 
make them gain more profit	_
should be ethical because	1
being ethical [goes by government	
regulations, which will make the buishess 1 ook good to	1   FM
the government, which could	_
make them gain Enings such	_
as a grant.  Another way I think buishessa	FM
should be ethical is be cause	
[it is good for advertising] and	REP
good, it will also encourage	
others to be ethical as well,	-

#### **Candidate B**



#### **Candidate C**



# Question 1 (b)(i)

### **Candidate A**

bi) Mackies could use postal surveys, this is	
when you send a questionaire via the mail.	1
Epostal surveys are inexpensive and easy to	
make but the questions need to be simple.	
Online surveys, this is when you send a	
questionaire via the interenet intonine	
surveys will reach a large geographical	
audience but youre 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 but it is	
very expensive.	
- Salaria de la companya della companya della companya de la companya de la companya della compa	_

## **Candidate B**

bi Mackies could use pield research
star such as a postal questionaire
to get their answers however
most people will be bosy and
wort 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 leasy for customers
to use which means they're
¿ more likely to recieve accurate
3 information Mackies could
also use pace to pace interviews
but the only downside to this
is that it's very time consuming
( and cootly Destresearch was
( has various advantages Machie
(could look at competitor websites
1 to see which of their products
is doing well. Mackies coold
research products that are
( in demand to see if they could
release their own version

## **Candidate C**

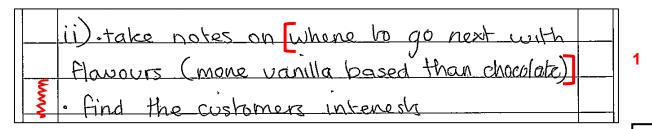
1 bi	Fred research is the information that gathering
<u> </u>	first hand information due to the specific purpose of
	the business. However, it could be expansive. For example,
	hold an interview or a test to know what customers
	want or need. Desk research is the information that
	gathering second - hand information like newspaper or
5	
5	gathering second - hand the menspaper or  online website. It can be cheap and fast but the  Theormation may not situtable for the business purpose.

## 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 de a profit from	
gain more of a profit from  another way macries could use onis as a benefit  they now know what ice creams to  give discounts on so they can	
Still gain a profit from them,	•

#### **Candidate B**



#### **Candidate C**

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

0/2

1

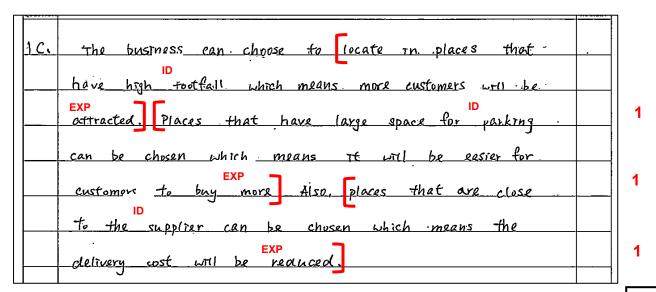
1 dev

**REP** 

2/2

## Question 1 (c)

#### Candidate A



### **Candidate B**

Cone factor to be considered is	
the footfall, this helps know how	
many people work post and	
may be potential costuniers	1
being on a busy street where people	
eyes and they may want to try The	
eyes and they may want to try The	<u> </u>
product from the shop]	REP
·	
Another factor & to be considered	
ès if it is accessable for a supplies	
to delive the stock needed.	
it is better for a business to have a	
space where the suppliers can	

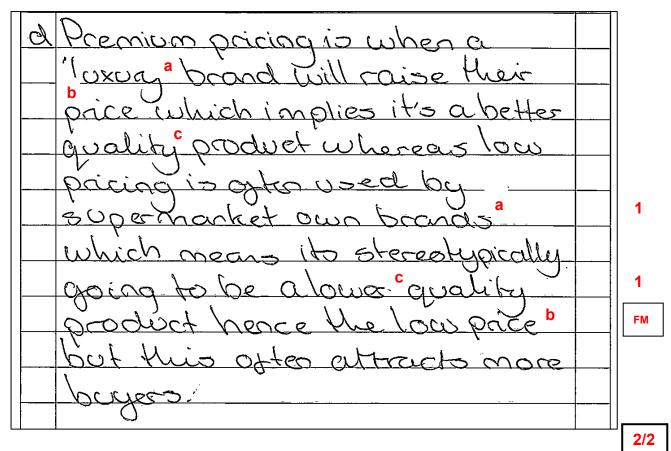
c access fully softey can dron supplies
of easily and without struggie.

## **Candidate C**

C. they should go to places & may be warmer (beach e.t.c)	
e a place with a lot of square-foot	
to build mone to their company  a good environment to use the least	
s amount of energy possible	

## Question 1 (d)

#### **Candidate A**



### **Candidate B**

ld.	Mackie's used	premrum	pricing	while	Strachan's	
	used lew pricin	<u>.</u>	·	,		

1/2

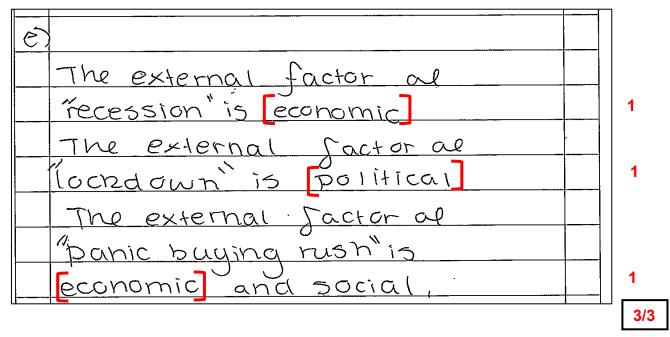
1

### **Candidate C**

d Premium pricing is usually a	n branded
E items, making people believe its k	
however low pricing is placed	· · · · · · · · · · · · · · · · · · ·
3 Popular items	

## Question 1 (e)

#### **Candidate A**



#### **Candidate B**

P. Recession - Add Economy	
Lockdown - Political	1
Panic buying rush - Social	1
<u> </u>	2/3

#### **Candidate C**

