

Question 2 (a)(i)

Candidate A

2	a)(i) Private limited company	
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Candidate B

2a)	Ltd	
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Candidate C

2a)	Limited company	
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Question 2 (a)(ii)

Candidate A

2a(i)	An advantage of a private limited company is prof money is raised easier and quicker because all the shareholders can put money in, instead of having to get a bank loan. A disadvantage of a private limited company is all profits are shared because of this some shareholders won't be happy. An advantage of a private limited company is limited liability because of this share holder will only lose lose the money they put in not everything. A disadvantage of a private limited company is all ^{part of} documents are shared publicly because of this other companies can see what your doing and improve there company.	
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Candidate B

ii	<p>An advantage of an Ltd is that its limited liability which means because of this the owner can only lose what they put into a business. Having large amounts of stocks and shares is an advantage because it means shareholders are constantly funding the business in the hope of receiving back.</p>	
	<p>A disadvantage of an Ltd is exclusiveness because share^{share} holders are often rich friends of the owner and can only be invited which means it's off limits to the general public.</p>	
	<p>A disadvantage of an Ltd is their main aim is to make profit because of this they may use cheap or unpaid labour as long as it gains them profit.</p>	

Candidate C

ii) Advantages - limited liability	
- Can have multiple owners	
to help make decisions	
Disadvantages - disagreements may occur	
- not everyone will get along	

Question 2 (b)

Candidate A

b	one benefit of achieving awards is that it gives the company a better/good reputation which means that can potential customers are more likley to buy a product/service from the business and also recommend the business to friends and family bring the company more sales and profits
	A second benefit of achieving awards is that it makes the company more reliable and trust worthy which means that customers know that the quality of the business and product is good and meaning they will buy the product offering more sales and profit.

Candidate B

b) One benefit of achieving awards is that it attracts new customers, as they believe products must be of high standard if they are winning awards.
another benefit of receiving awards is that it improves company image. Receiving awards means the business can use them to make their business look better and boost reputation
final benefit of achieving awards is that companies can charge higher prices due to improved reputation and image.

Candidate C

b	A benefit of receiving awards is it shows a business is trying and they receive results as a reward of this.	
	A benefit of receiving awards is it creates a better name for a business for example Vegware receiving their awards helps them look better and socially responsible.	

Question 2 (c)

Candidate A

2c.	Quality control is a method that quality of the product will be checked at the end and if the product is not acceptable, it will be sent back for rework. Quality input can be used which quality materials will be bought to ensure the final products have the standard quality level. Quality management is a method that quality will be checked during the production process and zero errors will be made.
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Candidate B

C	vegware can do testing of the products before selling vegware can get a quality check done for the products vegware can assure employees are trained well to do products correctly
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Candidate C

c) the vegware can the have meetings to discuss the brand and have debates about what is next.	
Vegware can use quality control	

Question 2 (d)

Candidate A

d.	<u>Advantages</u>	
	Packaging protects a product from getting damaged or ruined, it also fits into the theme of the brand.	
	<u>Disadvantages</u>	
	Packaging is very expensive and time consuming to make and the packaging may be disposed in land fill harming the environment.	

Candidate B

	d) one advantage of packaging ^{packaging} to an organisation is if the packaging is distinct, people are likely to recognise it straight away and know the brand, creating brand recognition.	
	another advantage of packaging to an organisation is it keeps the product safe and prevents damaging. If the product doesn't have any packaging it is more likely to be damaged easily.	
ENTER NUMBER OF QUESTION	advertising	DO NOT WRITE IN THIS MARGIN
	one disadvantage of packaging is it costs quite a lot of money. If an organisation is spending more money on packaging than the product itself they may be losing income.	

Candidate C

d) They are able to know if packaging is	
secure, not damaging products, they are	
able to choose the best packaging for their	
money, see if packaging is the highest	
quality	

Question 2 (e)

Candidate A

2e	'Reaches a wider audience	
	'Costs much less money than printed ads	

Candidate B

e)	It will get seen by a large amount of different people, you will get more younger generations apply as that's what social media is majority used by.	
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Candidate C

2e	A benefit of using Social media is you can have a lot of different people apply so it's easier to find pick an employee. A benefit of using social media is it is a quick way to fill a job position.	
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Question 2 (f)

Candidate A

f)	one method of Selection vegware could use is application forms, application forms have a series of questions potential employees should answer.
	Another method of Selection vegware could use is CV'S. A CV ^s is a personal document that managers can use to see your skills, qualities and qualifications.
	Another method of Selection vegware could use is intense Tests, Tests are ^{were} where you are tested in a time limit to see if you work well under pressure.
	Another method of selection vegware could use is group activities, This is to see if the potential employee works better alone or in a group.

Candidate B

f) C.V. - can look through applicants C.V. for past jobs and education and information about them	
Interview - question applicant on information in C.V. and get to know them better	

Candidate C

f) They could use face-to-face interviews for there first impression, they could use phone interviews, narrow down to there top 10 favourites and pick 3, trials to see who is most capable.	
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