

Candidate 1 evidence

2)		
a)(i)	- [women] - [lower income individuals]	1 1
		2/2
(ii)	Target marketing helps a business identify its strongest market and how to maximise profits, by selling to mainly the target market.	
	- Target marketing [aids in advertising because now the business can make their adverts appeal to the target market]	1

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	which [may lead to more sales]
	<p>Target marketing can attract new customers but also encourage loyalty</p>
	<p>b) [make unique fashion accessible]</p> <p>promote british</p> <p>[promote quality british and European designs and manufacturing]</p>
	<p>c) - Holding less inventory [prevents the business from overstocking] and being left with too much ^{Rep} stock however</p> <p>it can lead to complaints when the business runs out of stock.</p>
	<p>- [Holding less inventory stops the business from having to pay for storage] or [lighting bills] however when the business</p>

1 dev

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1

1

2/2

1

1

Max

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN

runs out production will slow down because you have to re-order goods.

- [Holding less inventory saves money because the business isn't spending it on unnecessary stock] however frequent reorders will be made leading to less money in the long run.

- Holding less inventory can allow more freedom with money because less is used ^{Rep} on stock however the supplier might not like delivering goods frequently and leave.

d) f) Trade credit is when a business is given 30 days to repay money whereas a bank overdraft is when a business takes out more money than is in their account ^(a) and it ~~has to~~ ^{can} be repaid over time.

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ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
(ii)	<p>- Nelly's could use a bank loan, this is where the business <u>borrows</u> money from the bank but it has to be repaid with interest.</p>	1
	<p>- <u>Nelly's</u> could <u>borrow</u> money from family or friends, this is good because it <u>usually doesn't have to be repaid</u> but if you lose the money <u>it can lead to arguments and fallouts</u>.</p>	1 1dev MAX
	<p>- Nelly's could use a grant, this is where <u>the business applies for a large sum of cash from the government that doesn't need to be repaid</u> unless it is spent <u>on something other than the business</u>.</p>	FM
e)	<p><u>handbags</u> <u>making coffee</u></p>	1 1
		2/2

f) - [Customer reviews can give the business a good reputation which means more customers are likely to spend money on your business.]

- Customer reviews can give the business an insight into areas they need to improve on which can lead to less complaints

- Customer reviews can give a business information on a competitor and what they are doing good which means the business can copy the competitors and earn a profit.

1

1/3

TOTAL 15/20