

Candidate 1 evidence

2)	
a)(i)	- Women
	- lower income individuals
(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

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

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

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.