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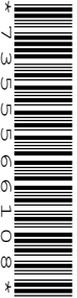
Wednesday 24 May 2017 – Morning

LEVEL 1/2 CAMBRIDGE NATIONALS IN BUSINESS AND ENTERPRISE

R061/01 Introduction to Business

CLEAN COPY RESEARCH BRIEF

Duration: 1 hour



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Research Brief – HVS

Context: HVS is a small local company that offers car repairs, maintenance and MOTs. Its customers are both private individuals and local businesses.

Objective: The current objective of the business is to continue to increase its profit each year. Due to changes in the local market, the business has had to review its objectives. Following this review a future objective is to sell and maintain new electric cars, which are becoming more popular.

Finance: The business needs to raise finance to invest in machinery and equipment, in order to maintain and repair these new electric cars.

Marketing: The business must first make sure a large enough market exists for this new product and service. If the market is large enough, then the business must develop its marketing mix. This will support its new business of selling and maintaining electric cars.

Production: The business must decide from where to acquire spare parts for these new vehicles. Some of these may need to be sourced from abroad. This may cause logistical problems.

Human Resources: The existing employees have become very complacent and do not always get on with the jobs quickly. The owners know that they will need to recruit one new mechanic and another office assistant to deal with the new sales and maintenance work.

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