



Thursday 9 January 2014 – Afternoon

LEVEL 1/2 CAMBRIDGE NATIONALS IN BUSINESS AND ENTERPRISE

R061/01 Introduction to Business

INSERT

Duration: 1 hour



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Research Brief

Context: A business making and selling high quality furniture. Eighty percent of sales are in the United Kingdom (UK); the remainder of the sales go to other European Union (EU) member states.

Business objectives: The main objective of the business is to increase sales through the development of a new range of furniture.

Finance: The business will need to change its method of production and review the scale and size of its operations. This will require the business to raise finance to meet the costs of these changes.

Marketing: Its website and word of mouth are the only ways in which the business is marketed. The business would need to develop its marketing mix further if it is to increase sales both in the UK and in the rest of the EU; in particular its methods of pricing and promotion.

Production and operations: The business produces all of the furniture itself using highly skilled staff. All products are currently custom made to meet the needs of the customer. Supplies of wood are imported from Finland.

Human resources management: The business employs 15 full-time highly skilled production staff to make the furniture, two office staff (one full-time and one part-time), and two full-time delivery staff. The owners are responsible for the management of the business.



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