



Wednesday 21 May 2014 – Morning

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 public limited company (plc) which operates a number of garden centres around the United Kingdom (UK).

Business objectives: The current objectives of the company include increasing profits and using some of these profits to benefit society.

Finance: The business intends to achieve these objectives by starting to grow and sell a range of organically produced plants. The business needs to assess the costs and benefits of making this change.

Marketing: The plc uses local and national media to market its garden centres. It sells its plants directly to customers in its garden centres. The business needs to investigate ways in which it can market itself as an organic plant producer.

Production and operations: Most of the plants each garden centre sells have been grown in its own on-site nursery.

Human resources management: Each garden centre is run by its own manager who makes decisions about local market research, staffing, etc. Each garden centre employs approximately 40 staff. Twenty are permanent full-time staff, the remainder are temporary staff employed at busy times of the year such as spring and Christmas.



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