

OCR

Oxford Cambridge and RSA

Thursday 8 January 2015 – 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 small market gardening business growing fruit and vegetables for sale in local shops and at farmers' markets.

Objective: The main objective of the business is to increase sales revenue. The business plans to achieve this by expanding its product range to produce and sell chutneys, sauces and jams using some of the fruit and vegetables which are grown by the business.

Finance: The business will need to raise money to purchase the machinery needed for the production and packaging of the chutneys, sauces and jams. The business also needs to make sure it has enough money to pay for the increase in the running costs resulting from the proposed expansion.

Marketing: The business needs to decide on how to distribute and sell the chutneys, sauces and jams.

Production: Quality is the unique selling point of the products sold by the business. The business must also be able to produce enough quality products to meet demand.

Human Resources: The owner currently employs two full time employees and temporary staff during the busy summer season. Motivation is a problem among some of the staff.

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