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Oxford Cambridge and RSA

Tuesday 9 January 2018 – Afternoon

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 – TforU

Context: Jamil and Saira run a small tea and coffee shop, TforU, in a small town in the Yorkshire Dales. Jamil and Saira use local produce to make and sell a variety of cakes and hot beverages for the local community and the tourist trade.

Objectives: The main objective of TforU is to provide high quality original products in the shop. Excellent customer service is also very important as there is a lot of competition in the area. Meeting these two objectives means that the business maintains a regular profit each year. The owners want to expand the business to offer a simple lunch menu in the high season.

Finance: In order to offer the new lunch service, TforU will need to re-organise the shop, purchase tables, chairs, new equipment and employ new staff. Also there will be increased running costs to plan for.

Marketing: Jamil needs to carry out some market research into the proposed lunchtime service. At the moment the business relies on local newspapers and a website for its advertising. The business needs to plan all aspects of the marketing mix if the new venture is to be successful.

Production: Saira currently prepares all cakes and other food items herself, in the shop's kitchen. She realises that if they are to provide lunches, she will not be able to produce all the food and organise the purchase of ingredients by herself. She does not want the quality of the service or the food quality to fall.

Human Resources: Jamil realises that they will need more temporary staff in the shop, especially at weekends, and a full time cook in the kitchen. Saira also has to decide how she might motivate her employees.

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