

Solutions

2.1

- A force outside the business that changes its costs, demand, risks, or choices.

2.2

- Roads, ports, electricity, or internet access.

2.3

- The business can design its product or process to meet the rules.
- This avoids breaches, fines, or damage to customer trust.

3.1

- Poor roads can make deliveries slower or less reliable.
- This raises delivery costs or disappoints customers.
- The firm could launch in cities first or use collection points.
- The response matches the practical limit created by the roads.

3.2

- Improve data security and explain the new privacy process to customers.
- This helps the retailer comply with the law.
- It reduces the chance of a data breach or penalty.
- It can protect customer confidence in the retailer.