

1 (a) Explain **four** reasons why a business might remain small.

Reason 1:
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Reason 2:
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Reason 3:
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Reason 4:
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[8]

- (b) Consider the following **three** roles of packaging for CC’s products. Which role is most important for CC? Justify your answer.
- Protecting the product
 - Promoting the brand image
 - Providing information about the product

Protecting the product:

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Promoting the brand image:

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Providing information about the product:

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Conclusion:

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