

4 (a) Explain **two** reasons why BB might want to sell its products in new markets in other countries.

Reason 1:

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Explanation:

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Reason 2:

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Explanation:

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[8]

- (b)** Using Appendix 3 and other information, consider BB's financial performance compared to its main competitor. Do you think BB's financial performance is better than its competitor? Justify your answer using appropriate calculations.

This image shows a full page of a handwriting practice worksheet. It consists of multiple sets of three horizontal dashed lines, providing a guide for letter height and placement. The lines are evenly spaced across the entire page, which is otherwise blank.

Conclusion:

[illegible]

[12]