3(a)	**Define 'partnership'.** Award 2 marks for a full definition. Award 1 mark for a partial definition. • Two (or more) people agree to jointly own a business (together) [2] • A business formed by two or more people [2] Partial definition e.g. • A business run/operated/managed/controlled/lead by two (or more) people [1]
3(b)	**Identify <u>two</u> ways to measure the size of a business.** Award 1 mark per way (max 2). Points might include: • (Number of) employees / size of workforce / (amount of) labour • Value of sales/revenue • Number/amount of customers / volume of output / number of sales • Value of output • (Value of) capital employed Other appropriate responses should be credited.

IGCSE Business Studies: **w25 12**

3(c)	**Outline <u>two</u> pricing methods Miguel could use.** Award 1 mark for each relevant method (max 2). Award 1 mark for each relevant reference to this business (max 2). Points might include: • Cost-plus pricing [k] to cover the costs of the gym [app] • Penetration pricing [k] as it is a new business [app] • Competitive / competition pricing [k] based on the location [app] • (Price) skimming [k] for some of the classes [app] • Promotional pricing [k] based on its market research results [app] Other appropriate responses should be credited.

3(d)	**Explain <u>one</u> advantage and <u>one</u> disadvantage to Miguel of using secondary market research.** Award 1 mark for identification of each relevant advantage/disadvantage (max 2). Award 1 mark for each relevant reference to this business (max 2). Award 1 mark for each relevant explanation (max 2). Points might include: Advantages: • Low cost/free [k] which is important for a new business [app] so has funds for other activities [an] • Readily available [k] so saves time / has time to focus on other issues [an] such as deciding a pricing method [app] • More/wide(r) range of information [k] about classes/yoga [app] which could help increase demand/sales [an] Disadvantages: • Out-of-date information [k] for the gym [app] leading to wrong decisions being taken [an] • Data is available for all businesses [k] so may not help create competitive advantage [an] so may not help the partnership [app] • May not be relevant/specific to business needs [k] for this small business [app] which could result in customer needs not being met <u>reducing customer loyalty</u> [an] • May not be reliable [k] as not up to date [an] Other appropriate responses should be credited.

3(e)	**Do you think access to employees is the most important factor for a new business to consider when deciding on a suitable location? Justify your answer.** Award up to 2 marks for identification of relevant points. Award up to 2 marks for relevant development of points. Award up to 2 marks for a justified decision as to whether access to employees is the most important factor for a new business to consider when deciding on a suitable location. Points might include: Access to employees: • Availability/number of employees [k] as if high employment may be difficult to find enough employees / if many available could pay lower wages [an] helping to lower costs [an] • Distance/proximity from workers/workplace [k] as if far may <u>increase</u> transport costs / if many close it may be easier to recruit [an] • May need skilled/trained workers [k] to provide a good level of service/high(er) output / may not be suitable workers nearby [an] • Level of wages/salary (in local area) [k] if high wages need to be paid it could increase costs [an] Other factors might include: • Access to customers/demand / proximity to market [k] to increase sales [an] AND/OR revenue [an] • Availability of suitable premises/rent [k] as high rent will increase fixed costs [an] • Number of competitors [k] may lead to high/low footfall [an] • Distance to/from suppliers/transport links [k] which could increase transport costs [an] • Access to raw materials [k] • Legal controls [k] • Government grants [k] • Local infrastructure e.g. internet/water/electricity [k] • Personal preference [k]
3(e)	Other appropriate responses should be credited. Justification might include: Availability of employees as if high employment may be difficult to find enough employees [k] reducing level of output [an]. Another factor is government grants [k] which could help pay the start-up costs [an]. The grant is likely to be the most important factor for a new business because without enough finance, there may be no business [eval] and there would be no need to worry about recruiting employees [eval].

2(a)	**Define 'entrepreneur'.** Award 2 marks for a full definition. Award 1 mark for a partial definition. • An individual who takes the financial risk of starting (and managing) a new business [2] • A person who takes the risk for a new business venture [2] Partial definition e.g. • A person who starts/sets up a business [1]
2(b)	**Identify <u>two</u> reasons why a governments support start-up businesses.** Award 1 mark per reason (max 2). Points might include: • Create jobs / reduce unemployment • Increase competition • Increase output / improve gross domestic product / increase GDP • Generate taxation/taxes • Motivate/encourage entrepreneurs • (Business) can grow (into larger businesses in the future) • Reduce imports / increase exports • Provide a wider variety of goods/services Other appropriate responses should be credited.

2(c)	**Outline <u>two</u> opportunities for Max's business of using ecommerce.** Award 1 mark for each relevant opportunity (max 2). Award 1 mark for each relevant reference to this business (max 2). Points might include: • Lower rent / no/few shops needed [k] so may not need as much government support [app] • Widen market / more potential customers / orders can be taken 24/7 [k] for the books [app] • Website can be used to promote the business [k] which is helpful for this new business [app] • Easy/quick <u>to update</u> [k] for this entrepreneur [app] • Can provide detailed information [k] alongside the market research [app] • Fewer employees needed [k] Other appropriate responses should be credited.

2(d)	**Explain two ways Max could use market research to help make business decisions**. Award 1 mark for identification of each relevant way (max 2). Award 1 mark for each relevant reference to this business (max 2). Award 1 mark for each relevant explanation (max 2). Points might include: • Identify consumer needs / identify target market [k] as it's a new business [app] to ensure sales [an] • Identify competition [k] which may influence his marketing/pricing [an] for his books [app] • Identify market size/trends/demand [k] to know what products to stock [an] which may help build customer loyalty [app] • How to promote its products [k] to raise awareness [an] as plans to use ecommerce [app] • What/amount of inventory to buy [k] to keep variable costs low [an] • Set prices/decide what prices to set [k] to ensure business can breakeven / cover costs [an] Other appropriate responses should be credited.

2(e)	**Explain two ways a business could use to build customer loyalty. Which is likely to be the best way for a new business to use? Justify your answer.** Award up to 2 marks for identification of relevant points. Award up to 2 marks for relevant development of points. Award up to 2 marks for a justified decision about which is the best way for a new business to build customer loyalty. Points might include: • Offer good customer service / train employees [k] which can make customers feel valued / builds trust [an] • Loyalty (reward) scheme / special offers/discounts to regular customers / membership discounts [k] so they have an incentive to return [an] but it takes time/cost to set up/operate [an] • Build customer relationships / communicate with customer or examples e.g. use newsletters to communicate [k] so customers remember your business [an] • Ask for feedback / carry out market research [k] so the items being sold match customer needs [an] • Respond to complaints quickly [k] so that customers are less likely to go to other businesses [an] • Offer extra services or examples such as after sales service / delivery / credit facilities [k] which show that the business cares [an]

2(e)	Other appropriate responses should be credited. Justification might include: One way is to offer good customer service [k] which can make customers feel valued [an]. Another way is to respond to complaints quickly [k] so that customers are less likely to go to other businesses [an]. Offering good customer service is the best way for a new business because this is likely to reduce the number of mistakes which can help reduces the likelihood of complaints [eval] and improve its reputation which could help the new business compete [eval].

1(a)	**Explain <u>four</u> ways a business plan could help Kathryn.** Award 1 mark for each relevant way (max 4). Award 1 additional mark for **each** explanation of the way **applied to this context.** Relevant ways might include: • To help gain a bank loan/overdraft – to open the new shop • To help give the business a sense of purpose and direction – selling wedding flowers • To calculate the costs of setting up the business – in this niche market • To predict cash flow problems – when deciding the source of finance for working capital • To help identify if there is sufficient demand for the product • To help set prices – for the high-quality products • To help identify the skills / type of employees needed – to prepare the flowers • To help choose the promotional methods to use • To help allocate resources For example: To help with an application for a bank loan (1) in order to open the new flower shop (app). **Application** could include: new shop/third shop; 2 shops; flowers; source of finance required for working capital; weddings; bride/groom; ribbons; reputation for high quality; contribute to sustainable development; targets a niche market; 4/8 employees at each shop; bride; average price paid is $2000; supplies purchased each day; supplies are fresh; uses job production; small business; marketing mix for the new shop.

1(b) **Consider the following <u>two</u> methods Kathryn could use to communicate with her suppliers. Which method should Kathryn use if an order is needed quickly? Justify your answer**.

- **Telephone calls**
- **Emails**

Level	Description	Marks
3	Sound application of knowledge and understanding of relevant business concepts using appropriate terminology. Detailed discussion of **both** methods. Well-justified recommendation. Candidates discussing both methods, in context and with a well-justified recommendation, including why the alternative method was rejected, should be rewarded with the top marks in the band.	9–12
2	Sound application of knowledge and understanding of relevant business concepts using appropriate terminology. Detailed discussion of at least **one** method. Judgement with some justification / some evaluation of choice made. Candidates discussing at least one method in detail and applying it to the case should be rewarded with the top marks in the band.	5–8
1	Limited application of knowledge and understanding of relevant business concepts. Limited ability to discuss the methods with little/no explanation. Simple judgement with limited justification / limited evaluation of choice made. Candidates outlining both methods in context should be rewarded with the top marks in the band.	1–4
0	No creditable response.	0

1(b)	Relevant points might include:

	Advantages	**Disadvantages**
Telephone calls	• Speaks directly to each supplier of **ribbons** – gets immediate feedback – so knows the message has been received • Can verify if the message for the **order of fresh flowers** is understood – answer questions about the orders – to ensure the correct flowers are delivered – possibly meeting customer orders more quickly • Know the message has been received – with having a **good relationship with the supplier** which means they will answer and take the order	• Suppliers may not answer – delay in order being taken – delivery of flowers may be delayed – which slows production and may be late being delivered to a **wedding** • Poor connection over the network used – may distort the message and make it difficult to understand – resulting in wrong order being made – which may lead to under or over ordered **flowers** • Could take a long time to call suppliers – may not answer straight away and may need to call several times taking time that could be used for something else • No permanent record of the conversation – if an incorrect order is made there is no proof the supplier made a mistake

1(b)	

	Advantages	**Disadvantages**
Emails	• Provides a written record for FF to refer to – if the suppliers do not meet the order correctly and the wrong **flowers** are delivered • Can be referred to at different times to check on the amount of **perishable supplies** ordered to ensure the correct order is delivered on the correct date • Kathryn does not have to be in the office to send the order – can be sent out of usual office hours – may be more convenient especially as FF is a **small business**	• Some suppliers may not have access to a reliable internet connection – so FF may not know the order for **ribbons** has not been received • The order may not be seen if there are too many emails to read and get lost or missed • May go into junk – so supplier of **packaging** is unaware there is an order
Recommendation	Justification might include: • A telephone call should be made if the order for ribbons is needed quickly to ensure the message is received. Feedback can clarify that the correct order has been made. An email may get lost amongst many emails and the urgency may not be realised, therefore making the order late being processed and delivery of the flower arrangements for the **wedding** being delayed. • An email should be used as it is sent straight away, and the supplier of **fresh flowers** can reply letting FF know that the order has been received and if it can be dispatched straight away.	

1(a)	**Define 'business partnership'.** Award 2 marks for a full definition. Award 1 mark for a partial definition. • Two (or more) people agree to (jointly) own the business [2] • A business formed by two (or more) people who will usually share responsibility for the day to day running of the business [2] • An unincorporated business that has <u>more than</u> one owner [2] Partial definition e.g. • business run by two or more people [1]
1(b)	**Identify <u>two</u> ways a government can support business start-ups.** Award 1 mark for each way (max 2). Points might include: • Grants/subsidies • (Low interest) loans • Low-cost/rent-free premises • Provide training • Tax relief/lower tax/tax holiday • Advice/help with research • Help promote/advertise the business • Provide mentors Other appropriate responses should be credited.

1(c)	**Outline <u>two</u> ways an economic boom might affect Brendan's business.** Award 1 mark for each relevant way (max 2). Award 1 mark for each relevant reference to this business (max 2). Points might include: • High level of demand/sales/revenue [k] for flowers [app] • May be difficult to find employees [k] for the shop [app] • He can increase his prices [k] which will increase added value [app] • Higher costs / wages might increase [k] so may need more government support [app] • High business confidence [k] for this entrepreneur [app] • Increased competition [k] • Harder to access materials [k] • Harder to find a location [k] Other appropriate responses should be credited.

1(d)	**Explain <u>two</u> ways Brendan could increase added value for his business.** Award 1 mark for identification of each relevant way (max 2). Award 1 mark for each relevant reference to this business (max 2). Award 1 mark for each relevant explanation (max 2). Points might include: • Set high prices [k] which widens the gap between the cost and price [an] for the flowers [app] • Lower (input) costs [k] by buying cheaper materials [an] for this new business [app] • Branding/marketing/packaging [k] to give the idea of higher quality [an] • Unique design/products [k] making it more desirable than similar products [an] which could influence its pricing method [app] • Improve convenience [k] so products are immediately available [an] in the shop [app] • (Improve) quality/service [k] Other appropriate responses should be credited.

1(e)	**Explain <u>two</u> pricing methods a new business might use. Which is likely to be the best method to use? Justify your answer.** Award up to 2 marks for identification of relevant points. Award up to 2 marks for relevant development of points. Award up to 2 marks for a justified decision as to which is the best pricing method for a new business to use. Points might include: • Cost-plus [k] by adding a percentage onto the costs of production [an] it is easy to calculate [an] • Penetration pricing [k] setting a lower price <u>than competitors</u> [an] could attract customers [an] • Competitive pricing [k] setting a price <u>similar</u>/<u>just below</u> competitors [an] which may not cover costs [an] • Price skimming [k] allows the business to recover development costs quicker [an] may lead to low sales [an] • Promotional pricing [k] Other appropriate responses should be credited. Justification might include: Cost-plus pricing [k] is easy to calculate [an]. Price skimming [k] allows the business to recover development costs quickly [an]. Cost-plus pricing is the best method as the business will make profit on each item sold [eval] whereas with price skimming they may not attract customers to their new business [eval].

1(a)	**Explain <u>four</u> reasons why new businesses are at a greater risk of failing than existing businesses.** Award 1 mark for each relevant reason (max 4). Award a maximum of 1 additional mark for **each** explanation. There are no application marks available for this question. Relevant reasons might include: • Lacks finance – liquidity/cash flow problems • Poor planning – lack of experience / may not have a business plan • May lack management knowledge – lacks efficiency / not competitive / higher costs • Inadequate research – no effective market research / not identified customer needs • Lack of demand / poor quality product – cannot pay for costs from sales revenue • Difficulties entering a new market – does not have brand loyalty / there is high competition in the market • Difficulty competing with larger established firms in the market – as cannot benefit from economies of scale • Overexpansion – tries to grow too quickly at the start • Unable to respond quickly enough to changes in the external influences – for example not responding to increase in online sales For example: Lacks finance (1) may not have sufficient liquidity to pay current liabilities (1).

1(b) **Consider the following <u>two</u> types of business organisation that Charly could choose for her new business. Which type of business organisation should Charly choose? Justify your answer.**
- **Sole trader**
- **Private limited company**

Level	Description	Marks
3	Sound application of knowledge and understanding of relevant business concepts using appropriate terminology. Detailed discussion of the **two** types of business organisation. Well-justified recommendation. Candidates discussing the two types of business organisation in detail, in context and with a well-justified recommendation, including why the alternative type of business organisation was rejected, should be rewarded with the top marks in the band.	9–12
2	Sound application of knowledge and understanding of relevant business concepts using appropriate terminology. Detailed discussion of at least **one** type of business organisation. Judgement with some justification/some evaluation of choice made. Candidates discussing one or more type of business organisation in detail and applying it to the case should be rewarded with the topmarks in the band.	5–8
1	Limited application of knowledge and understanding ofrelevant business concepts. Limited ability to discuss the types of business organisation with little/no explanation. Simple judgement with limited justification/limited evaluation of choice made. Candidates outlining the two types of business organisation in context should be rewarded with the top marks in the band.	1–4
0	No creditable response	0

1(b) Relevant points might include:

	Advantages	Disadvantages
Sole trader	• Owner is in complete control / makes all the decisions – likes being her own boss with no one to tell her what to do – prefers making all the business decisions instead of having to consult others – such as which **colour of rugs** to produce • Does not have to share profits – as there is only one owner – keeps all the returns from her own hard work • It is easy to set-up – as there are few legal requirements – reducing the costs of setting up, such as accountancy costs • Freedom to choose her own working hours or holidays – when she worked for the other business, she would have to work the hours stated in her employment contract – which she would have done when she worked for the **rug manufacturer** • Complete privacy – she does not have to share any financial details with anyone else – apart from the tax office, as she will still have to pay tax	• Unlimited liability / no limited liability – which means all her personal possessions are at risk – not just the **$10 000** she plans to invest in the business • There is no-one to share responsibilities with or discuss business decisions – everything for the sole trader to decide • Responsibility of the owner – this can be stressful, and she may be more likely to make mistakes • No continuity – if something happens to Charly because she is 'the business' it will end – unlike a company where the shares allow it to carry on as it has a separate legal identity • Lack of capital / difficult to raise finance – as only the **$10 000 investment** from Charly and **borrowing $20 000 from the bank** is available to the business – may make it more difficult to expand in the future • May need to work long hours / difficult to take holidays / increased workload

1(b)

	Advantages	Disadvantages
Private limited company	• Charly and the business are a separate legal identity – provides continuity if something happens to Charly – company can be sued instead of Charly • Charly can sell shares to family and friends to raise capital for the new business – larger amounts of capital may be raised than if a sole trader • Limited liability – will not lose personal possessions if business fails – and **she is aware that as a new business is at a greater risk of failing** • Cannot be taken over without the consent of the shareholders if there are more shareholders in the business	• Accounts are not private – competitors producing **rugs** may access the accounts • Cannot sell shares to the public / cannot be sold on the stock exchange – not easy to transfer shares so may make it more difficult for Charly to sell shares to family and friends • Legal formalities setting up the **rug company** – has to complete paperwork to register the company which takes time and money – may take more time for Charly than setting up as a sole trader • Legal formalities to operate the company – needs to have accounts audited and registered with the government takes time and increases costs for CR

1(b)	Recommendation	Justification might include: • Charly should set up as sole trader because she will have complete control of which **rugs to produce** and will be able to keep all the profits from her hard work without having to share them with shareholders, as she may have to give dividends to shareholders if she formed a private limited company. She should not become a private limited company as this would mean that competitors may be able to see some of her accounts and she could not keep her financial data private, which she could if she was a sole trader. She will also have to pay to have her accounts audited each year which will increase costs. • Charly should set up as a private limited company because she will have the protection of limited liability which means if CR goes bankrupt, she will not lose her personal possessions, as she would if she was a sole trader, only the **$10 000** she plans to invest in the business at the start.

2(a)	**Define 'entrepreneur'.** Award 2 marks for a full definition. Award 1 mark for a partial definition. A person who organises, operates and takes the risk for a new business venture [2] OR An individual who takes the (financial) risk of starting a new business [2] OR A person who combines factors of production <u>to start a business</u> [2] OR An individual who takes the risk by combining factors of production [2] Partial definition e.g. a person who starts/sets up a business [1]

2(b)	**Define 'business plan'.** Award 2 marks for a full definition. Award 1 mark for a partial definition. A document containing the business aims/objectives and important details about the operations, finance and owners of a business. [2] OR A detailed written document outlining the purpose and aim of a business which is often used to persuade lenders or investors to finance a business proposal. [2] OR States aims and/or objectives and show how business plans to achieve them. [2] Partial definition e.g. a document stating the aims of the business [1] OR A document containing details about the operations, finance and owners of a business.[1]

2(c)	**Outline <u>one</u> advantage and <u>one</u> disadvantage to Mitchell of using microfinance as a source of finance.** Award 1 mark for each relevant advantage/disadvantage (max 2). Award 1 mark for each relevant reference to this business (max 2). Points might include: Advantages: • Do not need a good credit record/history [k] for this retailer [app] • Less paperwork/no business plan required [k] for this new entrepreneur [app] • No need to provide security/collateral [k] which can help as it is a start-up business [app] Disadvantages: • Only for a small amount [k] so cannot buy many books [app] • Usually **high** interest rates (as low/poor credit rating) [k] Other appropriate responses should be credited.

2(d)	**Explain how the market research data in Chart 1 and Chart 2 in Fig. 2.1 could help Mitchell when making decisions.** Award 1 mark for identification of how the data in each chart can be used when making decisions (max 2). Award 1 mark for each relevant reference to this business (max 2). Award 1 mark for each relevant explanation (max 2). Points might include: Chart 1: • Decide the target market [k] as children read the most [app] which could help increase sales/revenue [an] • Decide where to advertise [k] to attract most customers [an] Chart 2: • Decide which type to sell [k] as only 15 million hardbacks are sold [app] which could help reduce the amount of unsold inventory [an] • To decide how many of each type of book he will sell [k] therefore he must have more of these in stock [an] Other appropriate responses should be credited.

2(e)	**Do you think the opportunities of ecommerce for a new business are greater than the threats? Justify your answer.** Award up to 2 marks for identification of relevant points. Award up to 2 marks for relevant development of points. Award up to 2 marks for a justified decision as to whether the opportunities of ecommerce for a new business are greater than the threats. Points might include: Opportunities: • More potential customers/sales/widen market [k] which can increase market share [an] • No/fewer shops needed [k] so less rent/lower fixed costs [an] which increases its profit margin [an] • Fewer employees needed [k] lower labour/wage costs [an] • Easy to update [k] Threats: • Increased competition [k] so may have to spend more on advertising / have to set lower prices [an] • Potential customers do not trust online business / risk of fraud/hacking [k] therefore they are less likely to purchase [an] • Not everyone has access to the internet [k] which could reduce potential customer base [an] • Lack of personal service/no face-to-face contact [k] so difficult to maintain customer loyalty [an] • Increased costs of postage/distribution [k] which could lead to higher prices [an] • Cost to set up/maintain website [k] which business might not be able to afford [an]

2(e)	Other appropriate responses should also be credited. Justification might include: One opportunity is more potential customers [k] increasing market share [an]. However, there may be increased competition [k] increasing promotional costs [an]. The opportunity is greater because more customers could increase revenue which is likely to cover the additional costs [eval] increasing the chances of a new business being successful. [eval]

1(a)	**Explain <u>four</u> reasons why a business might remain small.** Award 1 mark for each suitable reason (max 4). Award a maximum of 1 additional mark for **each** explanation of why a business remains small. There are no application marks for this question. Suitable reasons might include: • The product / service is specialised / may be personal / customised – not suitable for production on a large scale / produced using job production • Market size – doesn't have a large market / maybe niche market / sales are low / lack of demand • Owner's choice / owner's preference / owner's objective – to keep a work life balance / less stress / less pressure / satisfied with current business performance • Easier to manage / control – owner makes decisions himself/herself / may not have the skills to manage a larger business • Owner knows all the employees – personal relationship / paternalistic style / easier communication • Lack of finance / fewer options of finance for a small business • Maintaining close customer relations – wishes to maintain customer loyalty / face-to-face customer service • Not willing to take many / additional risks – does not want more responsibility • Market dominated by large business / many competitors – restricting growth / sales For example: The product is specialised (1) and therefore is not suitable to be produced on a large scale (1).

1(b)	**Consider the following <u>three</u> 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**

Level	Description	Marks
3	Sound application of knowledge and understanding of relevant business concepts using appropriate terminology. Detailed discussion of **two** or more roles. Well-justified conclusion. Candidates discussing three roles, in context and with a well-justified conclusion, including why the alternative roles were rejected, should be rewarded with the top marks in the band.	**9–12**
2	Sound application of knowledge and understanding of relevant business concepts using appropriate terminology. Detailed discussion of at least **one** role. Judgement with some justification / some evaluation of choice made. Candidates discussing two or more roles in detail and applying these to the case should be rewarded with the top marks in the band.	**5–8**
1	Limited application of knowledge and understanding of relevant business concepts. Limited ability to discuss the roles with little / no explanation. Simple judgement with limited justification/limited evaluation of choice made. Candidates outlining the three roles in context should be rewarded with the top marks in the band.	**1–4**
0	No creditable response.	**0**

1(b) Relevant points might include:

Protecting the product	• Cookies can easily break – delivered to customer in damaged state if packaging not suitable which could reduce the **reputation for CC's high-quality products** – leading to lower sales • Needs to ensure the product stays fresh and best quality – to be consumed in a good condition and not deteriorated in any way / no germs/bacteria – keeps customers loyal to CC and maintains sales • May prevent damage when being transported/stored – may lead to increased costs as products have to be replaced
Promoting the brand image	• Appendix 1 is an advert showing cookies are of **high quality and has a recognised logo –** consumers will see the logo and associate the packaging with CC's products helping to advertise the cookies to other potential customers when they see the packaging • Colour on the packaging can be used to associate the logo with the product – make the product easily identifiable on shelves and stand out from competing products
Providing information about the product	• The ingredients can be listed on the packaging – in case customers need to know about allergies – prevents customers from falling ill when **consuming the cookies** – stops CC getting a bad reputation for selling products that can cause illness • Information about the **fresh ingredients** may be a legal requirement – stops CC from being prosecuted and being fined

1(b)	Conclusion	Justification might include: • Protecting the products is the most important role of packaging as they are **breakable and perishable**. The packaging needs to prevent the product being damaged or CC's **reputation for high-quality products** will be ruined. Promotion of a brand image is less important as advertising can do this and providing information is only important once the product is considered for buying, so unless the product is being looked at in the first place, then the information will not affect sales. • Promoting the brand image is important as if customers are not attracted to CC's products **in its shop in the city centre,** then the other two roles of packaging will not be relevant. • Providing information is most important because otherwise if a customer has **food allergies** and the information is not provided on the packaging then the customer may become ill. CC could be fined and get a bad reputation.