

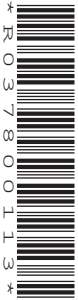
**Thursday 10 January 2013 – Afternoon**

**LEVEL 1/2 CAMBRIDGE NATIONALS IN BUSINESS AND  
ENTERPRISE**

**R061/01** Introduction to Business

**INSERT**

**Duration: 1 hour**



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## Research Brief

**Context:** A traditional sweet shop which sells a variety of sweets and chocolates.

**Business objective:** The main objective of the sweet shop is growth.

**Finance:** The business has an opportunity to move to new premises on a busy high street in a prime location.

**Marketing:** The business has had growing sales due to its excellent marketing. The business would need to develop its marketing mix if it were to move to the new premises.

**Production and operations:** The business does not produce any of its own products. All products are bought from suppliers. Approximately one third of the products sold are pre-packaged sweets, another third are gift boxes of chocolates and sweets and the remainder are loose sweets in jars. The sweets in jars are weighed out, packaged in a bag and then sold by the person serving the customer.

**Human resource management:** The two owners work in the business. They do not have any employees at present.

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