

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**  
**LEVEL 1/2**  
**R061/01**  
**CAMBRIDGE NATIONALS IN BUSINESS**  
**AND ENTERPRISE**  
**Introduction to Business**

**INSERT**

**WEDNESDAY 20 MAY 2015: Morning**  
**DURATION: 1 hour**  
**plus your additional time allowance**

**MODIFIED ENLARGED**

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# **RESEARCH BRIEF**

## **Context**

**A business which specialises in the provision of public firework displays for celebrations such as those held on Diwali, New Year and 5 November.**

## **Objective**

**The business wants to increase sales, profit and market share by developing a wider range of products and services which would be tailor-made for private and corporate events.**

## **Finance**

**The business needs to raise money to invest in the research and development of new products for use in these new markets. The Board of Directors is considering ways to raise this finance.**

## **Marketing**

**The business needs to create awareness of these new products and services in these new markets. It already has a well-developed website.**

## **Production**

**The business produces all of its products at three factories in the United Kingdom (UK). Supplies of raw materials and other resources are purchased from a number of businesses in the UK and also from as far away as China.**

## **Human Resources**

**The business' full-time employees manufacture the products and set up the displays. The business also employs a number of part-time and temporary employees to meet the seasonal demand. The business has to ensure that all of its employees are highly skilled.**

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