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Oxford Cambridge and RSA

Thursday 7 January 2016 – Afternoon

LEVEL 1/2 CAMBRIDGE NATIONALS IN BUSINESS AND ENTERPRISE

R061/01 Introduction to Business

CLEAN COPY RESEARCH BRIEF

Duration: 1 hour



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Research Brief – Kenns

Context: Kenns is a small business which provides a kennel service for cats and dogs. The business also sells organic pet food at local markets.

Objective: The main objective of the business is to expand by providing a dog day-care service for working people. The business also wants to develop the organic food side of the business by selling the food products online. These plans require careful consideration.

Finance: The business will need to increase the size of its premises for the new dog day-care service and to store the extra stock of food for sale online. The business will need to find ways to meet the costs of these changes.

Marketing: The business has a website but relies on word of mouth for most of its business. There is a need for a proper marketing mix if the business is to expand profitably. Finding new types of customer for the planned dog day-care service and promoting the new service will be particularly important.

Production: The organic pet food sold by the business is produced at a local factory. Ingredients are sourced locally and contain no additives or preservatives. Maintaining quality is important when producing food for animals.

Human Resources: The business employs three full-time highly-trained staff to care for the animals. This is very important work and the owners have to make sure that the care provided is of the highest quality. The owners oversee the employees and assess their performance. The expansion will require the recruitment of two more full-time kennel staff.

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