

# OCR

Oxford Cambridge and RSA

**Wednesday 25 May 2016 – Morning**

**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 – Hik U

**Context:** Hik U is a large business which specialises in the production of luggage (such as rucksacks) for keen and enthusiastic walkers and climbers.

**Objective:** The main objective of the business is to provide an excellent service to its customers by continually improving the quality of its products. This is achieved through the use of the most up-to-date materials available. This means that the business must adapt to changes in demand and changes in the development of materials.

**Finance:** As the demand for its products relies on the seasons, the business must organise its finances so that there is always enough money for the day-to-day running of the business. The Directors know that the predicted sales from any new market must cover the expected costs.

**Marketing:** The business does have a website but relies on its reputation for most of its marketing. Its products are sold in large sport/luggage retailers in the United Kingdom (UK). The Marketing Director wants to start to sell the products through local retailers in mainland Europe.

**Production:** The luggage is made using materials imported from Sweden. The business has to closely control all the resources it uses. The product range is limited and details can be changed to suit the requirements of the market and to maintain quality.

**Human Resources:** The business employs 40 staff on the production line. These employees have seen their pay remain unchanged for two years. The Directors have identified that, for a number of reasons, staff motivation is low.

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