



Oxford Cambridge and RSA

**Wednesday 23 May 2018 – 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

**Context:** Speedwheels is a medium-sized business which makes and sells electric bicycles for use in towns and cities in the United Kingdom (UK). It imports some of its parts from abroad.

**Objectives:** The main objectives of the business are to provide a more environmentally friendly form of transport and to increase sales. The demand for electric bicycles has increased due to a number of external factors and this demand is now greater than the business is able to supply. The business has to be realistic when deciding how to meet this demand.

**Finance:** In order to meet the increased demand, the business will need to increase production. The business will need to find ways to finance this increased production.

**Marketing:** The business will need to increase its prices to cover any increase in the cost of production. At the moment it sells the electric bicycles direct to the consumer and does limited advertising in the local area.

**Production:** The bicycles are assembled in a rented workshop. It makes about 80 bicycles a week and is only just meeting demand. In order to meet this demand the business will need to increase production by moving to new larger premises and purchasing new machinery.

**Human Resources:** The business will need to employ five extra assembly workers, hopefully from the local area. The existing workforce will have to relocate to the new premises. The business is keen to keep its existing workers even though it will have to relocate to new premises.



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