

Pearson Edexcel Level 3 GCE

Business

Advanced

**Paper 3: Investigating business in a
competitive environment**

June 2018

Pre-release

Paper Reference

9BS0/03

You do not need any other materials.

Turn over ►

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Investigating business in a competitive environment

Context

This year the context is the market for chocolate confectionery and the private businesses operating in this market in the UK and/or internationally.

Research

To prepare for this year's context, you should research:

- trends in the number and size of manufacturers that operate in the global chocolate confectionery market over the last 20 years, including investment, business growth and takeovers
- influences on the global market for chocolate confectionery over the last 20 years, such as the growth and development of emerging economies, corporate social responsibility, social trends, changing costs and prices
- human resource management in the UK chocolate confectionery industry
- the competitive environment facing producers and retailers in the UK chocolate confectionery market
- marketing and promotions in the global chocolate confectionery industry.

You **cannot** take any of your research or investigation data carried out as part of the pre-release into the examination.