

Pearson Edexcel Level 3 GCE

June 2019

Paper Reference **9BS0/03**

Business

Advanced

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

Pre-release

You do not need any other materials.

Turn over ►

W58303A

©2019 Pearson Education Ltd.

1/1/1




Pearson

Investigating business in a competitive environment

Context

This year the context is the market for holidays in the UK and abroad, and the UK-based businesses operating in these markets.

Research

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

- UK consumer trends over the last 10 years, such as activity holidays, staycations, city breaks, package holidays
- influences on UK-based consumers for holidays, such as the growth and development of emerging economies, social trends, changing costs and prices, and external factors
- major businesses and niche operators in the holiday market, including budget airlines
- the competitive environment facing UK-based holiday businesses.

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