

Pearson Edexcel Level 3 GCE

June 2021

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 ►

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Investigating business in a competitive environment

Context

This year the context is the fast food/take-away and restaurant industry, and the UK-based businesses operating in these markets.

Research

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

- Trends over the last 10 years, for example in terms of demographic change; changing costs and prices; change in health, lifestyle and diets; emergence of recipe boxes; consumer tastes and preferences.
- The market and competitive environment facing UK fast food/take-away and restaurant businesses: large chains and small independent operators.
- Marketing and promotions used by UK fast food/take-away and restaurant businesses.
- Financing the UK fast food/take-away and restaurant industry.
- Human resource management in the UK fast food/take-away and restaurant industry.
- Global influences on the UK fast food/take-away and restaurant industry over the last 20 years.

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