

Paper Reference 8BS0/01
Pearson Edexcel
Level 3 GCE

Business
Advanced Subsidiary
Paper 1: Marketing and People

Friday 18 May 2018 – Afternoon

Data Book

In the boxes below, write your name, centre number and candidate number.

Surname					
Other names					
Centre Number					
Candidate Number					

INSTRUCTIONS

There may be spare copies of some data sheets in case you need them.

THIS DATA BOOK MUST BE RETURNED WITH THE QUESTION PAPER AT THE END OF THE EXAMINATION.

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Extract A

PureGym is the UK's number one fitness provider

The **2016 UK Fitness Industry Report** revealed market growth in the UK fitness industry of **3.2%** in the past year. The report highlighted increases of **1.9%** in the number of fitness facilities and **5.3%** in the number of members.

Currently **1 in every 7** people in the UK is a member of a gym.

For the first time, a low-cost fitness operator is the UK's number one. PureGym added **60** clubs in the last **12** months. With more than half a million members, six-year-old PureGym offers no-contract membership and low-cost, **24-hour** access. It is the fastest growing gym chain in the UK.

The **406** employees love working for the business.

Managers talk openly and honestly with the workforce and have leadership skills that inspire confidence.

15 Staff say the job is good for personal growth, thanks to initiatives such as Shining Stars, which offers on-the-job training to selected assistant gym managers in order to support promotion within the business.

(Sources: adapted from <http://www.leisuredb.com/blog/2016/5/11/press-release-2016-state-of-the-uk-fitness-industry-report> and <http://appointments.thesundaytimes.co.uk/article/best100companies/>)

Extract B

Mars launches protein chocolate bars

Mars has launched two new products to move protein bars from a niche market into the mass market: a Snickers Protein Bar with **18** grams of protein and a Mars Protein Bar with **19** grams of protein, both containing **200** calories.

Oliver Collins, Brand Manager at the UK's largest distributor of bicycles, said: "We are incredibly excited about working with Mars on this brilliant range of products. As more people are getting on their bikes, there is a definite desire for nutritional, convenient and tasty snacks. There are lots of competitors out there, but with such instantly recognisable brand names and great taste, we are confident that Mars' new range of products will be popular".

The market for protein bars is fast-growing, with sales valued at **£22** million in **2016**, an increase of **£8.2** million from **2015**. Almost **17%** of UK customers now consume food or drink that contains protein as a snack between meals.

(Source: adapted from <http://www.bikebiz.com/index.php/news/read/madison-to-distribute-mars-lifestyle-products-to-uk-cycle-industry/019948>)

Extract C

Mainstage Travel (MT) is a travel and technology company with a difference

In January **2014**, MT secured **£100 000** from IT pioneer Piers Linney, on the TV show **Dragons' Den**, in return for **15%** of the company. Piers was chosen over the other investors because of his technology experience in a dynamic market.

MT supplies flight and hotel booking systems to the biggest festival organisers in Europe, including Outlook, Dimensions and Soundwave. The company's technology enables festival goers to book flights, hotels and tickets as a single package. MT achieved a turnover of **£4.5** million in **2015**

Since appearing on **Dragons' Den**, MT have been developing the most innovative technology in the travel industry. Its most recent product is **Hotel2020**, an application that will enable a hotel to sell flights and transfers through its own website.

(Source: adapted from <http://startups.co.uk/young-guns/aden-levin-rob-tominey-mainstage-travel/>)