

**Paper Reference 9BS0/03**  
**Pearson Edexcel**  
**Level 3 GCE**

**Business**

**Advanced**

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

**Monday 18 June 2018 – Morning**

**Time: 2 hours plus your additional time  
allowance.**

**Insert**

**Do NOT return this insert with the  
Question Paper.**

**V52310A**



**Pearson**

# **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**

**(continued on the next page)**

## **Investigating business in a competitive environment continued.**

- 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.**