

Paper Reference 8BS0/01
Pearson Edexcel
Level 3 GCE

Business
Advanced Subsidiary
Paper 1: Marketing and People

Thursday 18 May 2017 – 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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SECTION A

Extract A

Marks & Spencer's (M&S) plan to revive its brand

High street brand M&S has long been a sign of British quality and tradition. It provides a range of food, clothing and homeware, but over the past two years the business
5 has struggled to maintain its iconic status.

New chief executive, Steve Rowe, is reviewing the future of its range of fashion brands as part of an overhaul of its struggling clothing business. “Our priority is fixing clothing” said Rowe, womenswear seems to be the
10 problem area. M&S has lost touch with what the 50+ age group really want and also needs to attract younger customers, such as those at the top end of NEXT’s demographic of 25 to 45-year-olds.

Rowe acknowledged that some of its clothing needs to
15 be more competitively priced. M&S sold 30,000 pairs of black jeggings – a 200% increase – after cutting the price by £2 to £17.50.

M&S’s food business is still very strong. Shoppers are more than happy to buy at M&S, but they need to

Extract A continued.

20 see non–food merchandise they like as well. Shoppers are much choosier these days, meaning M&S needs to become more market orientated.

(Sources: adapted from Marks & Spencer Results: A Tale Of Two Halves © 2016 Mintel Group Ltd and New M&S boss brands latest clothing sales fall ‘unsatisfactory’ © 2016 Guardian News and Media Limited)

SECTION B

Extract B

Select Service Provider (SSP) to really fly at airports

At airports and railway stations across Europe and beyond many people will have eaten or drank at restaurants, bars and cafes operated by SSP. SSP is a leading operator of
5 branded food and beverage outlets in travel locations across 29 countries. It operates about 2,000 outlets at 124 airports and 270 railway stations worldwide.

Some brands belong exclusively to SSP such as Millie's Cookies, Upper Crust and Caffé Ritazza, but SSP also
10 operates franchises for well-known names such as Nando's, Burger King and Starbucks.

SSP has been successful since becoming a public limited company in 2014 and has a strong plan to expand. 44% of its revenue comes from the UK, with Asia and the Middle
15 East offering the biggest potential for growth.

Today SSP has about 300 brands. In line with changing customer tastes, many serve healthier, premium food.

(Source: adapted from 'Food Outlet firm to really fly at airports abroad' by Joanne Hart, The Mail on Sunday, 4 October 2015)

SECTION C

Extract C

Maria Allen Boutique

Combining creativity with ethics has proved a powerful mix for Maria Allen, whose business Maria Allen Boutique counts the British Museum and David Cameron as
5 clients. Maria has created a business that stands out in a competitive market.

A champion of the Made-in-Britain slogan, Maria's business creates beautiful and sustainable gifts and products by reclaiming old wood to handcraft personalised and unique
10 merchandise.

Launched with just a couple of hundred pounds, she sold her handmade jewellery from Etsy, an e-commerce website, and began generating a profit from day one.

The business, which is based in Brighton, now has a
15 growing team of staff, an online retail channel and sells to over 70 stockists worldwide as well as having exclusive partnerships with the British Museum, Tate Galleries and the Royal Academy of Arts.

The company initially found popularity with its individually
20 designed love letter necklaces and envelope cufflinks,

Extract C continued.

and has now expanded its product range from jewellery to wedding, homeware and accessory collections.

(Source: adapted from <http://startups.co.uk/young-entrepreneurs-maria-allen-maria-allen-boutique/>)