

Paper Reference 8BS0/01
Pearson Edexcel
Level 3 GCE

Business
Advanced Subsidiary
Paper 1: Marketing and People

Friday 17 May 2019 – 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

Floating hotel to open on the River Thames in London

The Good Hotel chain was founded in 2012 as a social enterprise. Its first hotel, built on a large floating platform, was opened in Amsterdam in 2015. In Autumn 2016, the not-for-profit, 148-bedroom floating hotel was relocated to the River Thames.

The Good Hotel offers premium hospitality. Its business objectives include giving opportunities to local people who have struggled to find employment and are receiving welfare payments. It recruits and trains local, long-term unemployed people to work in the hotel.

The Good Hotel has also opened a 20-room, premium priced, luxury hotel in a former private mansion located in Guatemala, a Central American country south of Mexico. The business has plans for eight further hotels around the world by 2020

(Source: Copyright Guardian News & Media Ltd 2018)

Extract B

Is being Britain's nicest jeweller great for business?

Beaverbrooks, the jewellers, has featured in the Sunday Times 'Best Companies to Work For' list every year for over a decade. Chairman Mark Adlestone said: "We are a company that cares and we believe in consultation with our employees."

When Anna Blackburn started as CEO at Beaverbrooks, it had a centralised organisational structure with a narrow span of control. Anna found that branch managers were not dealing with issues in-store and she wanted to change that. To give branch managers more control, Anna made the business more decentralised.

Mark Adlestone admits that jewellery is a tough market: "We have done well on diamonds, Swiss watches and our own brand silver jewellery, but we have struggled on gold and other branded jewellery."

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Extract B continued.

(Sources: adapted from <http://www.watchpro.com/big-interview-beaverbrooks-chairman-mark-adlestone-ceo-anna-blackburn/> and <http://www.express.co.uk/news/uk/727575/Brexit-British-luxury-watch-industry-sales-rocket>)

Extract C

Tailor-made food for your dog

Tails.com realised that a single generic dog food couldn't possibly give every size, age, gender and breed of dog the best combination of nutrients for their health. Tails.com is on a mission to 'change the world of pet food for good' by providing dogs across the UK with food individually tailored to their nutritional needs.

Tails.com was started in 2014. It struggled to establish itself as a reliable brand, whilst trying to change traditional dog food buying habits. Two big companies dominate the UK dog food market. Mars Masterfoods has 45% market share with brands including Pedigree and Cesar. Nestlé Purina Pet Care has 32% market share with brands including Bakers Complete and Purina.

In 2016 Tails.com sent out over 65,000 monthly packages of tailor-made dog food to regular customers who were thrilled with the positive changes they saw in their dogs. The business has big aspirations, with a goal of reaching a sales target of £30 million by 2020

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Extract C continued.

(Source: adapted from <http://startups.co.uk/startups-100/2017/4-tails-com/>)