

**Paper Reference 1BS0/01**  
**Pearson Edexcel**  
**Level 1/Level 2 GCSE (9–1)**

**Business**  
**Paper 1: Investigating small business**

**Friday 24 May 2019 – Morning**

**Data Book**

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

<b>Surname</b>					
<b>Other names</b>					
<b>Centre Number</b>					
<b>Candidate Number</b>					

# 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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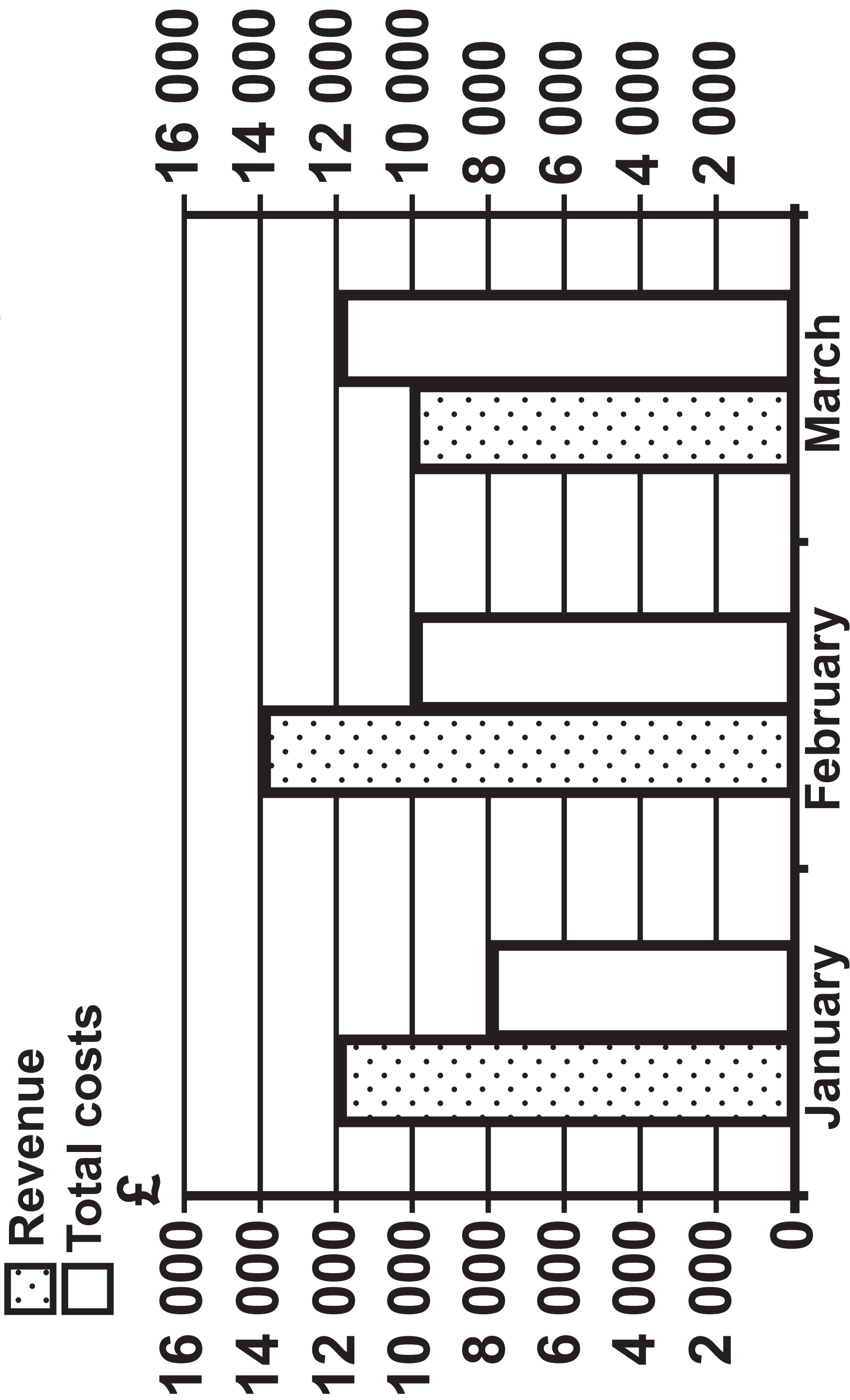
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Table 1

Fixed costs	£3 600
Variable costs (per unit)	£9

Figure 1

Revenue and total costs from January to March



## Questions 4 to 6

**Last Course Patisserie Ltd is a small private limited company based in Devon which produces hand-made desserts and puddings. The business was established in 1986. Its owners previously worked in the food industry but felt they could offer better value for money to customers. All of the desserts are made fresh to order which has provided Last Course Patisserie with a reputation for being flexible when meeting customer needs.**

**Getting the best ingredients for the desserts is a vital part of the business. Last Course Patisserie found excellent suppliers of free range eggs and dairy products close to its business (continued on the next page)**

Questions 4 to 6 continued.

location. This means all ingredients could be delivered quickly when needed.

**Last Course Patisserie** has recently employed a new head chef from Switzerland who has introduced a new range of products to the menu. This has proved to be very popular with customers and the business now struggles to keep up with demand. **Last Course Patisserie** is receiving increased orders for desserts but, due to the size of its business premises, struggles to meet this increase in demand. The owners have decided that it is the right time for **Last Course Patisserie** to expand and possibly relocate to new premises.

(Source adapted from: <http://devondesserts.co.uk/>)

Table 2

	April
Raw materials for each dessert	£0·50
Packaging for each dessert	£0·20
Fixed costs	£2 730
Selling price for each dessert	£2·00



## Question 7

**Aphrodite is a clothes shop that was formed in 1994 by two brothers, Andrew and Duncan McKenzie. They opened the shop because they had a lifelong enthusiasm for new fashion.**

**Andrew and Duncan visit Paris, Milan and London each year to buy their stock. They aim to buy well-known brands, such as Stone Island and Hugo Boss, and to also stock clothes from new designers. This range of stock helps provide them with an advantage over their competition.**

**Customer service has always been an important part of Aphrodite's success. A polite and friendly attitude greets all customers on arrival at the shop. In 2007 the business launched its website, (continued on the next page)**

**Question 7 continued.**

**which sells its range of clothing using e-commerce. The owners looked to maintain existing high standards of service for customers using their website.**

**A new opportunity was created when the shop premises next to Aphrodite became available to buy. Andrew and Duncan are considering buying the shop in order to convert the two shops into one large premises. They have calculated that this will cost them £250 000 but are undecided on the best way to finance this.**

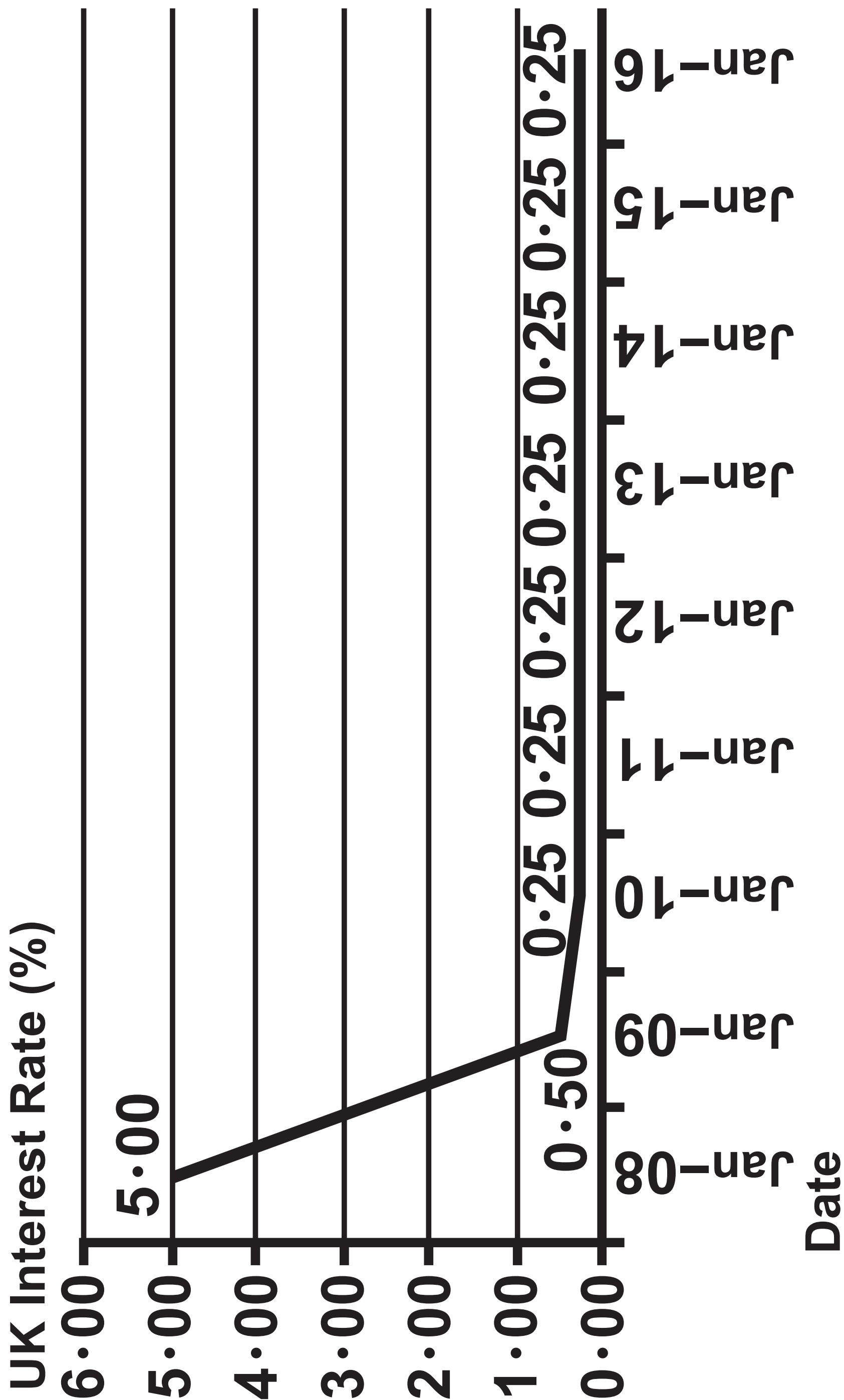
**Figure 2 shows information about interest rates that might help them when making their decision.**

**(Source: adapted from <https://www.aphrodite1994.com/about-us> and interview with owner 9/10/2017)**

Question 7

Figure 2

UK Interest Rate 2008 to 2016



Question 7(b)

Table 3

Month	Number of euro (€) per pound (£)
June	1·13
July	1·11
August	1·09
September	1·14