

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

Business

PAPER 1: Investigating small business

Data Booklet

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

Surname					
Other names					
Centre Number					
Candidate Number					

Y65561A

INSTRUCTIONS

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

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

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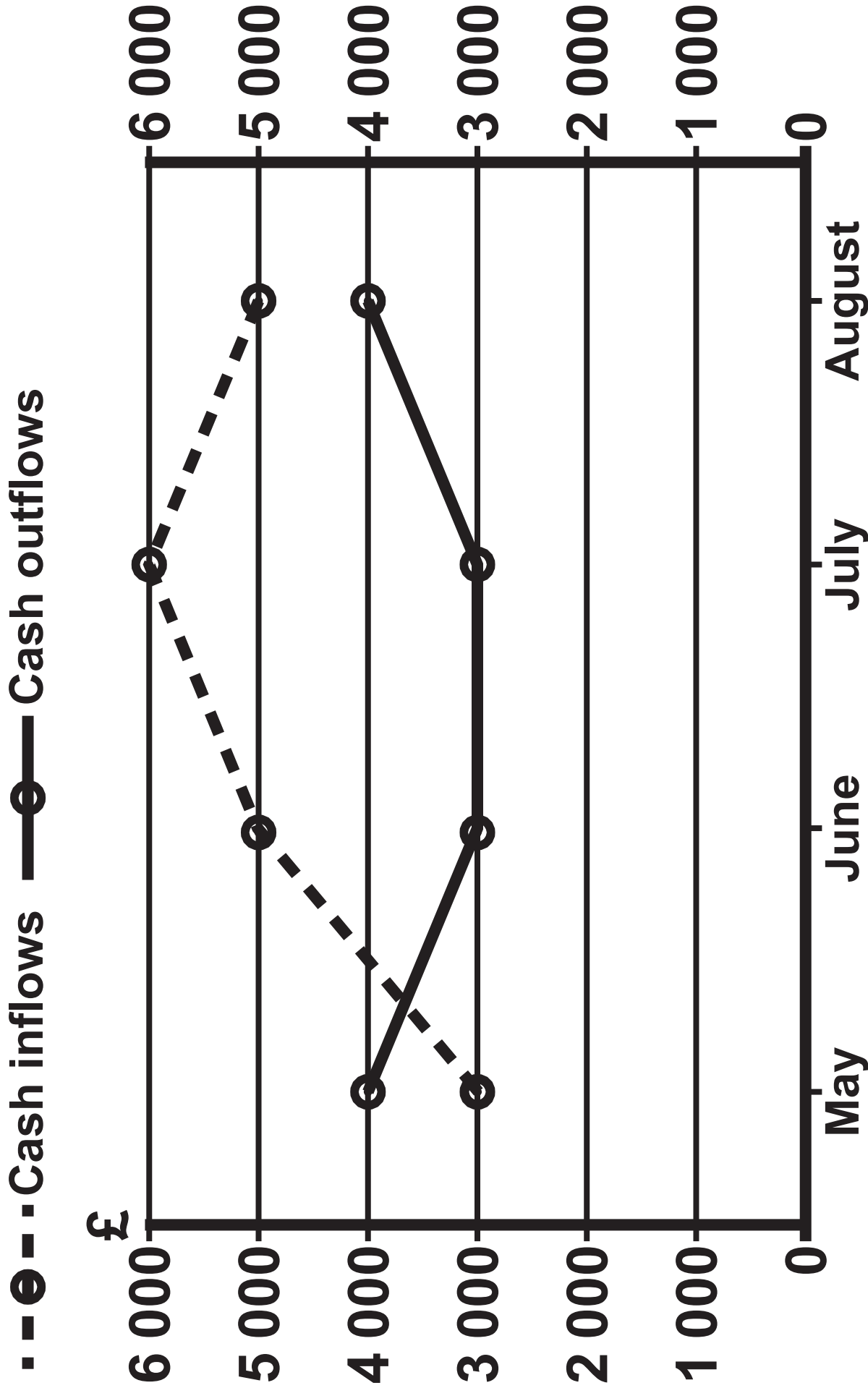
14 Question 7(b)

Question 2(c)

Number of sales	2,700
Variable costs (per unit)	£6
Sales price (per unit)	£20
Break even level of output	1,500

Question 3(b)

Cash-flow from May to August



Extract for Section B

Little Movers is a business that offers preschool dance and movement classes. It also specialises in themed birthday parties and provides workshops in many local authority children centres. The business was founded in **2007** by Melanie Buck and within weeks of opening hundreds of families were attending the classes.

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Extract for Section B continued.

Little Movers exceeded Melanie's expectations. She struggled to keep up with the demands of running the business and her commitment to being a mother of two young children. Melanie originally started **Little Movers** as she felt she could run the classes whilst her children were at school. This independence would also help her achieve a key objective of enjoying all of the school holidays with her own children.

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Turn over

Extract for Section B continued.

To keep up with the high levels of demand Melanie decided to expand her business through franchising. As a franchisor she believed that she could offer a proven business formula together with a wide range of support to franchisees. This included use of the **Little Movers brand, being the only **Little Movers** franchise in a particular area, full training and a centralised online booking system. Franchisees also receive lesson plans each month for the classes.**

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Turn over

Extract for Section B continued.

This approach proved to be highly successful. Little Movers now has franchises throughout the North of England and has recently had enquiries to open franchises in Poland and Dubai.

Question 5(a) and (b)

Loan required from the bank	£10 000
Total repayments for loan	£11 100
Length of loan	3 years

Extract for Section C

Digital Allies is a private limited company. It supports clients to create marketing materials that can be used in a wide range of digital communications. This includes online advertising, web design, and digital data analysis to ensure clients are getting the most from their digital communications. It also offers training to businesses on how they could use social media and digital communication to improve their marketing.

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Turn over

Extract for Section C continued.

The use of social media is something Digital Allies believes is becoming a major influence on how customers interact with businesses. It manages marketing campaigns across Facebook, Twitter, Instagram, Snapchat and LinkedIn. This allows its clients to target a wide range of consumers and to analyse these communications on social media to give businesses a competitive advantage over their rivals.

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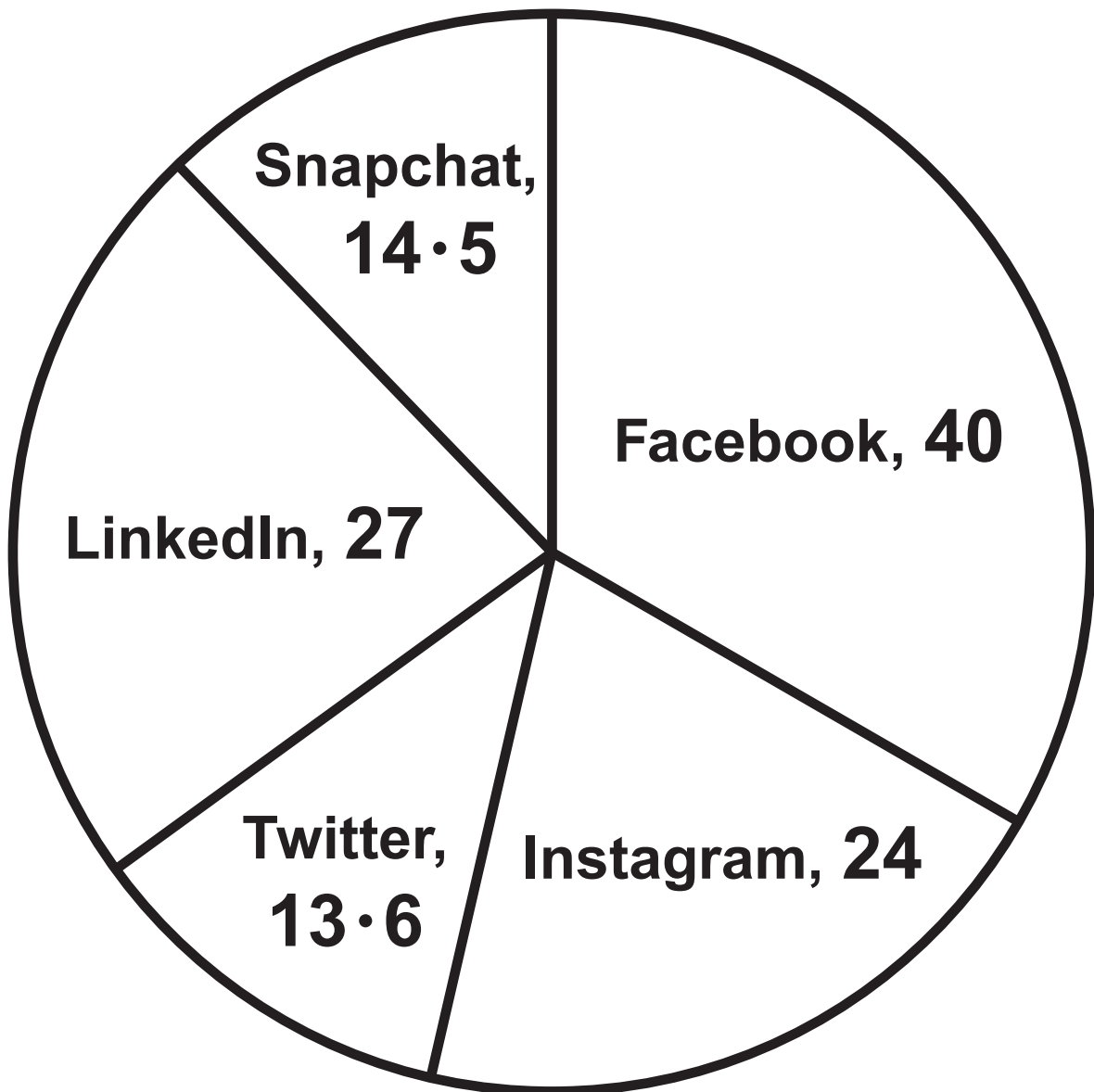
Turn over

Extract for Section C continued.

In February 2019, Digital Allies announced a three-year expansion plan which involved doubling its workforce to 40 employees and moving to new offices. The business believed that this move would allow it to employ people with the most up-to-date knowledge and to become one of the main digital marketing companies in the UK.

Question 7(b)

Number of social media accounts (millions)



Sources

Question 7(b)

(Source: adapted from <https://www.avocadosocial.com/latest-social-media-statistics-and-demographics-for-the-uk-in-2019/>)