

**Paper Reference 1BS0/02**  
**Pearson Edexcel**  
**Level 1/Level 2 GCSE (9–1)**

**Business**  
**PAPER 2: Building a business**

**Data Booklet**

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

# **Contents**

## **Page**

### **SECTION A**

**4            Question 1(a)**

**5            Question 2(c)**

**6            Question 3(b)**

### **SECTION B**

**7–9        Extract for Section B**

**10         Question 5(a) and 5(b)**

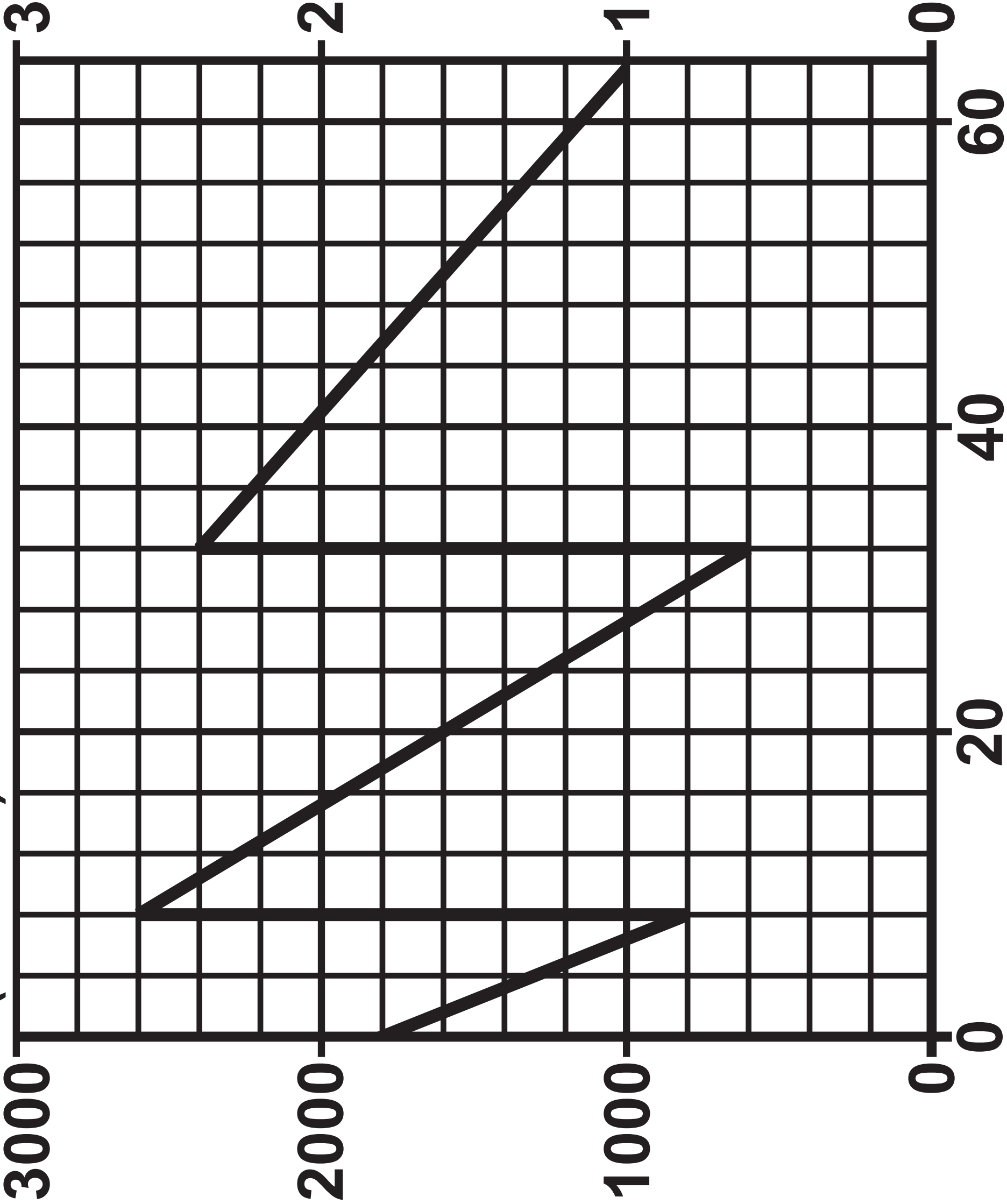
### **SECTION C**

**11–13     Extract for Section C**

**14         Question 7(b)**

Question 1(a)

Stock held (in units)

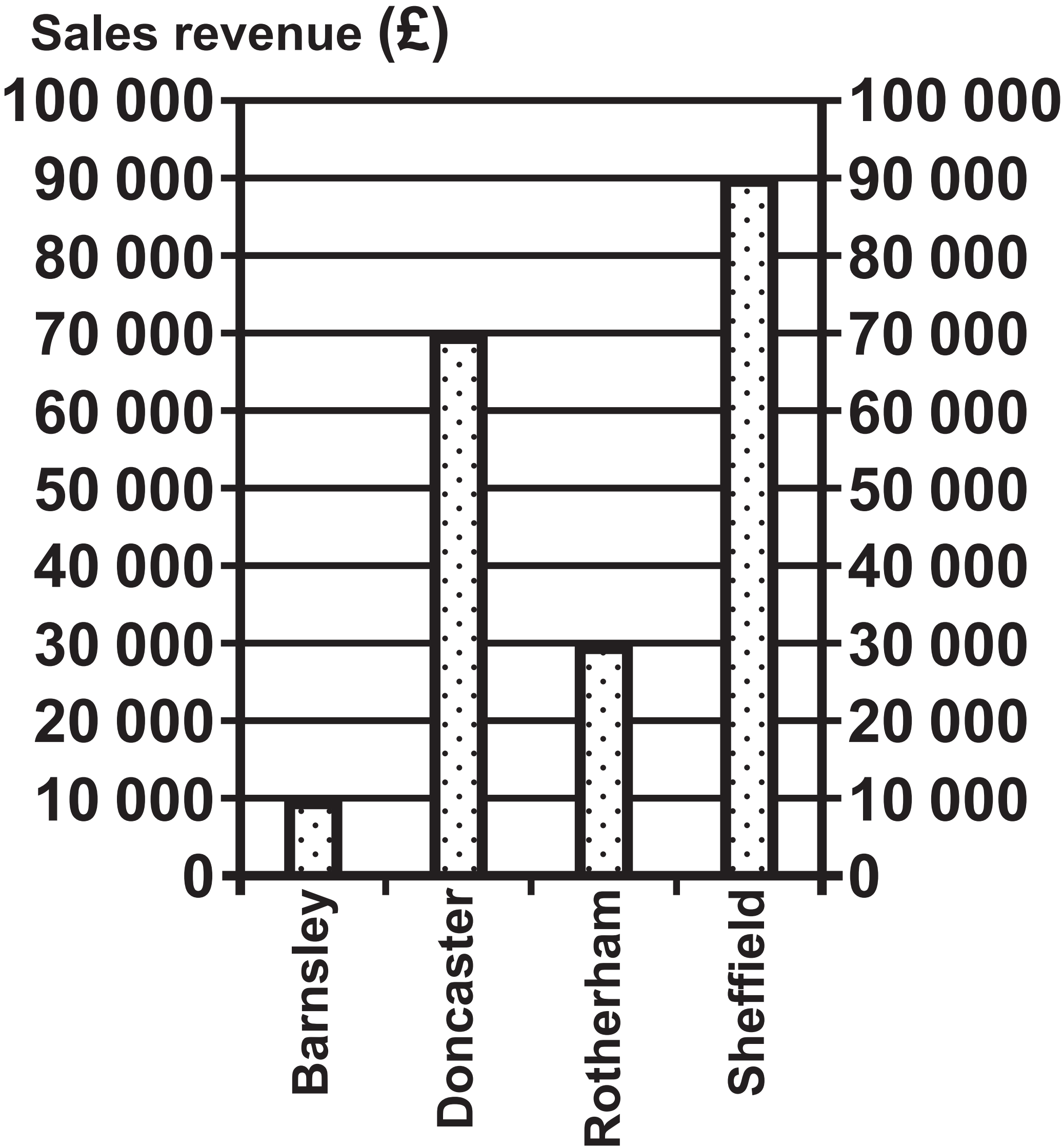


Number of days

Question 2(c)

Average annual profit	£200 000
Cost of new machine	£200 000

Question 3(b)



## Extract for Section B

**Greggs plc** is a company that produces baked goods such as sausage rolls, savoury snacks and cakes. It has more than **1,900** shops and a number of factories located across the UK.

In **2018**, **Greggs** planned to open a further **130** shops to cope with its continued growth in sales. It wanted to increase the use of technology in its factories, where it uses batch production. To be able to cope with this expansion, **Greggs** also planned to invest in improved logistics.

(continued on the next page)

Turn over

**Extract for Section B continued.**

**The growth of Greggs has been a UK high street success story. From originally being based in Newcastle and the north-east, it has expanded rapidly across the whole of the UK. It has switched away from selling traditional bakery products, such as bread, to become more like a fast food chain. As a result, Greggs now sell a variety of takeaway goods such as pizza, soup, coffee and sandwiches and operates in the very competitive ‘food-to-go’ market. Its main rivals are Pret a Manger, Costa and Starbucks.**

**(continued on the next page)**

**Turn over**



**Extract for Section B continued.**

**In 2019, Greggs gained national publicity by becoming the first food retailer to start selling vegan sausage rolls. It is hoped that products such as this will help Greggs stand out from its rivals. The vegan sausage roll is priced at £1, 10 pence more than the meat-based equivalent.**

Question 5(a) and 5(b)

	<b>£ (000)</b>
<b>Sales revenue</b>	<b>1 029 347</b>
<b>Cost of sales</b>	<b>373 487</b>
<b>Other operating expenses and interest</b>	<b>573 292</b>
<b>Net profit</b>	<b>82 568</b>

**Extract for Section C**

**JD Sports plc is a multinational sports, fashion and footwear retailer based in the UK. It owns a number of brands including Footpatrol and Kukri. It has over 2,400 stores in 18 different countries. Most of its brands are targeted at the 'athleisure' market. This market consists of 16–24 year olds who choose to wear sportswear outside of the gym. It uses targeted online advertising to direct customers to one of its websites, such as [www.jdsports.co.uk](http://www.jdsports.co.uk). It also sponsors UK boxing star, Anthony Joshua and Bournemouth football club.**

**(continued on the next page)**

**Turn over**

**Extract for Section C continued.**

**In March 2019, JD Sports announced that it was taking over loss-making, rival sports footwear retailer Footasylum for £90·1 million. Footasylum, like JD Sports, had its headquarters in Greater Manchester and was started by an ex-JD Sports director, David Makin. Footasylum had 69 stores in the UK in similar locations to JD Sports. Footasylum also targeted the ‘athleisure’ market and used to sell identical trainer brands to JD Sports such as Nike, Adidas and Puma. JD Sports brands itself as the ‘King of trainers’, in an attempt to compete with main rival Sports Direct.**

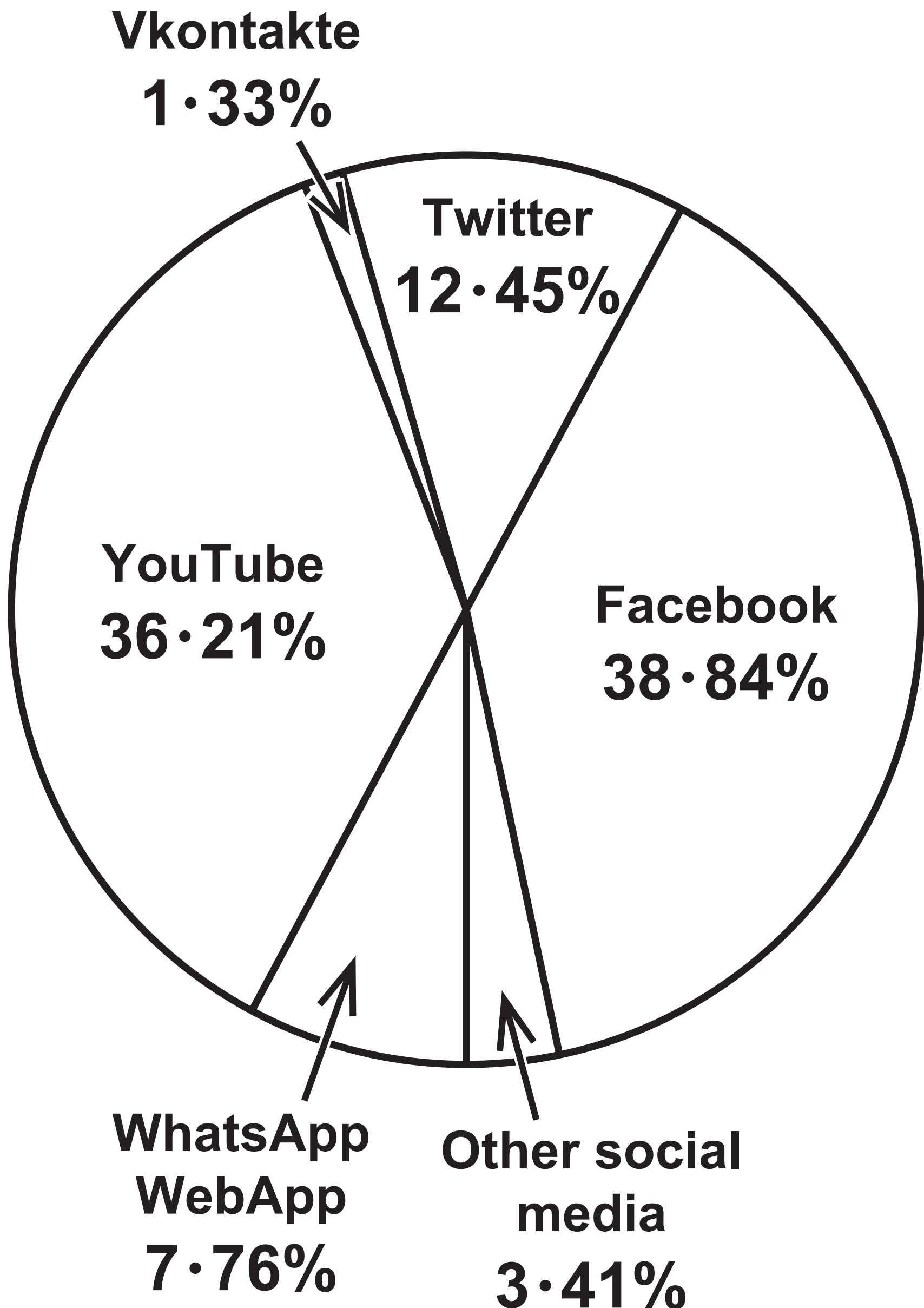
**(continued on the next page)**

**Turn over**

**Extract for Section C continued.**

**In July 2019, the Competition and Markets Authority (CMA) announced an investigation into the takeover. It was worried about the impact that the takeover might have on consumers and suppliers.**

Question 7(b)



## Sources

### Extract for Section B

(Source: adapted from <https://www.foodmanufacture.co.uk/Article/2018/02/27/High-street-baker-posts-profits-growth> and <https://metro.co.uk/2019/01/03/actually-greggs-vegan-sausage-roll-8305542/>)

### Extract for Section C

(Source: adapted from <https://www.retailgazette.co.uk/blog/2019/07/cma-begins-probe-of-jd-sports-footasylum-takeover/> and <https://www.theguardian.com/business/2019/mar/18/jd-sports-buy-footasylum-stores>)

### Question 7(b)

(Source: adapted from <https://www.similarweb.com/website/jdsports.co.uk#social>)