

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

Business

PAPER 1: Investigating small business

Thursday 18 May 2023 – Afternoon

Time: 1 hour 45 minutes

Source Booklet

**Do not return this Source Booklet with the
Question Paper.**

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SECTION B

Look at Figure 1 and read Extract A, then answer Questions 4, 5 and 6.

EXTRACT A

Figure 1



The figure shows a woman adjusting the pipes underneath a sink.

(continued on the next page)

Extract A continued.

Amelia Cooper trained as a plumber six years ago. Since then she has worked for a building company that carries out repairs to houses and business premises in the Birmingham area.

Amelia is now in a position where she wants to start her own plumbing business called Lili Heating Ltd. Even though there are many plumbers in the Birmingham area Amelia feels she has a unique selling point – she is a woman. Many female customers feel that they can relate more closely with a woman doing repairs in their homes.

As part of her business plan, Amelia has identified some clear aims and objectives and conducted a large amount of market research using the internet. Her target market requires clear advice on what work needs to be done and how much she will charge. Amelia also thinks she can cut down on advertising costs by getting her customers to recommend Lili Heating Ltd to their friends and families. For this to happen she knows that her work must be of the highest standard.

Amelia's business plan also included a wide range of financial information to help her forecast the potential success of the business and see if she would need an overdraft.

SECTION C

Look at Figure 2 and read Extract B, then answer Question 7.

EXTRACT B

Figure 2



The figure shows a wind farm. There are rows of wind turbines across a field.

(continued on the next page)

Extract B continued.

Ripple is an energy company aimed at providing green and renewable energy to homes and businesses across the UK. It is the country's first consumer-owned wind farm, generating green energy that does not have a damaging effect on the environment. Instead of customers paying **Ripple** to supply them with energy they become members of the business and buy a part of a wind farm located in a remote area of South Wales. Customers are then supplied with energy to their homes based on the amount of money they invested. The amount of money that customers can invest varies on their energy needs, but **Ripple** claims that it can supply energy cheaper than its competitors.

The process of becoming a member is very simple. Firstly, **Ripple** will ask customers a few questions to identify their energy needs. It will then create a green energy plan to establish how much each customer should invest into the wind farm. **Ripple** manages the wind farm and provides energy to each customer's home or business.

Ripple's business plan fits in with the UK government's cleaner energy strategy. This strategy includes plans for the country to have net zero carbon emissions by **2050** and to create **220,000** new jobs in the green energy sector of the economy.

Sources

Figure 1

(Source: © Shutterstock)

Figure 2

(Source: © fokke baarssen/Shutterstock)

Extract B

(Source: adapted from <https://rippleenergy.com/>)