

**Paper Reference 1BS0/01**

**Pearson Edexcel Level 1 / Level 2 GCSE (9–1)**

**Business**

**PAPER 1: Investigating small business**

**Tuesday 14 May 2024 – Afternoon**

**Time: 1 hour 45 minutes**

**Source Booklet**

**DO NOT RETURN THIS BOOKLET WITH  
THE QUESTION PAPER.**

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**(Turn over)**

## SECTION B

Look at **FIGURE 2** and read **EXTRACT A**, then answer Questions 4, 5 and 6.

**FIGURE 2**



(continued on the next page)

(Turn over)

**SECTION B continued****EXTRACT A**

**Adikoggz** is a small business based in Leeds. It offers the customising of trainers. It was set up by Keilan Kogut in 2018. The business designs personalised trainers including those associated with the colours and images of football teams or music bands. Customers can either supply their own trainers to be customised or pay **Adikoggz** to source and design a new pair of trainers to meet their needs. **Adikoggz** charges up to £200 for a new pair of customised trainers. It also offers a service to deep clean trainers. The price for this is £20.

The business started as a hobby but after showing off the designs on social media platforms such as Facebook and Instagram, Keilan started to receive follower requests asking him to customise or source unique styles of trainers. This gave him the inspiration to start **Adikoggz** and the business now receives orders from all over the world.

Keilan still carries out much of the work himself, but the growing number of orders has led him to struggle to keep up with demand. He now employs four people to help him with customisations. However, he still feels that the USP of

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**EXTRACT A continued**

**Adikoggz is the personalised service it offers and that every customer will receive a unique product at the end of the process.**

## SECTION C

Look at **FIGURE 3** and read **EXTRACT B**, then answer **Question 7**.

**FIGURE 3**



(continued on the next page)

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**SECTION C continued****EXTRACT B**

**Performance Fitness Centre (PFC)** is an independent gym and fitness studio. It has been open for seven years and has over 200 members. Members pay a fee of £39 per month for unlimited access to the gym and fitness classes that take place five days per week. Non-members can also pay to use the gym for each individual session they attend.

The gym at **PFC** is stocked with high specification equipment and weight machines. As a result, it has become very popular with customers interested in maintaining a high level of personal fitness. It has an equal number of male and female customers, but the owner has noticed that there is a lower number of members from people aged over 50. He believes that this may be because they feel out of place amongst the younger membership.

Over the past year a new gym that is part of a large national chain has opened nearby. It is much larger and membership fees at the new gym are only £19 per month. **PFC** has seen a reduction in new members joining the gym and is now considering what it can do to compete with its larger and cheaper rival. Its current members are loyal and enjoy the high quality offered at **PFC**.

## **SOURCES**

**Figure 2:**

**© Jonathan Day / Alamy Stock Photo**

**Extract A:**

**Adapted from <https://www.adikoggz.com/> and  
<https://www.facebook.com/adikoggz>**

**Figure 3:**

**© Stefan Dahl Langstrup / Alamy Stock Photo**