



# **Examiners' Report**

## **June 2024**

**Int GCSE Business 4BS1 01R**

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June 2024

Publications Code 4BS1\_01R\_2406\_ER

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## Introduction

Both paper 1 and 2 allow learners to apply theory to realistic contexts.

This paper is based on the business Cafe Pinch, a small cafe base in Berlin, the capital city of Germany. This case study proved to be accessible to candidates. Many candidates understood the location of the business, understanding there were not many competitors nearby along with the various services the business offered.

This purpose of this report is to assist centres to ensure their learners are fully prepared for the examination. This report offers an insight into how questions should be answered and provides good examples of candidate work.

Candidates responded well to the paper. The time provided for the paper was sufficient and the paper differentiated well.

Candidates showcased evidence of their understanding of business from studying this course. Candidates took many routes to provide context within their response but providing answers on the given scenario does seem to still present some difficulty for some learners which restricted their entry to the higher levels or respond to the 'State' and 'Outline' questions appropriately.

Centres are encouraged to work closely with their learners to encourage them to revisit the scenario set and encourage them to practice answering questions in the context of the scenario set.

Centres are advised to look at the command words outlined on page 31 of the specification as many learners are losing marks through their lack of understanding of these command words.

To assist centres in their preparation for future examinations it is worth noting that the mark scheme does include the Assessment Objectives (AO) for all questions. The breakdown for each AO can be seen on page 7 of the 'Getting Started to Teach' guide. For analysis (AO3) and evaluation (AO4) responses candidates are asked to write an extended answer using the information provided within the paper.

## Question 1 (b)

The first 'define' question of the paper. This question saw most candidates able to show their knowledge of the term variable costs, although in some cases candidates stated they are costs that vary which is not sufficient to gain the mark. Centres are reminded to ensure learners are aware of the full definition of key terms.

This response scored 1 mark.

(b) Define the term **variable cost**.

(1)

*Variable costs are costs that vary according to the level of output produced.*



This candidate demonstrates accurate knowledge of the term variable costs.



For 'Define' questions candidates are required to show they have a clear understanding of the term.

## Question 1 (c)

This question saw many candidates provide a clear definition of the term niche marketing, however some candidates showed little knowledge of the term and therefore could not access the question. Centres are reminded that any area of the specification can appear in the paper.

(c) Define the term **niche marketing**.

(1)

niche marketing is when a business advertises its product to only a small group of people who would be interested in the product.



**ResultsPlus**  
Examiner Comments

This response scored 1 mark.



**ResultsPlus**  
Examiner Tip

This candidate shows good knowledge of the term niche marketing.

## Question 1 (d)

The first 'State' question of the paper. The command word 'State' requires candidates to provide a contextual response to gain access to the available one mark which is an AO2 mark. Therefore, for this question simply stating a reaction to social factors affecting a business is not enough. It has to be a reaction to social factors in the context of Cafe Pinch.

This response scored 1 mark.

(d) State **one** way *Café Pinch* can react to external social factors affecting its business. (1)

Keep <sup>renewing</sup> ~~changin~~ the menu in order to meet customer needs.



**ResultsPlus**  
Examiner Comments

This candidate has not only offered a reaction to a social factors but provided clear context within their response.



**ResultsPlus**  
Examiner Tip

For this question candidates were asked for a reaction, simply stating a social factor even if in context is not enough to be awarded the mark as it does not answer the question.

## Question 1 (e)

This is the first 'calculate' question of the paper. This question requires candidates to calculate the total cost of buying the three items after the discount has been applied. As the answer is in currency, the expectation is that candidates provide an answer to two decimal places.

This response scored 2 marks.

Customers who buy a ham Ciabatta for €7.50, a sweet waffle for €2.90 and a coffee at €3.60 would pay a total of €14.00. A lunchtime special deal offers them a 5% discount.

(e) Calculate what a customer would pay for these three items after the discount is applied. You are advised to show your working. (2)

The student's work is as follows:

$$\begin{array}{r} 7.50 \\ + 2.90 \\ + 3.60 \\ \hline 14.00 \text{€} \end{array}$$
$$14.00 \times \frac{5}{100}$$

€ 13.30



**ResultsPlus**  
Examiner Comments

This candidate has provided the correct response, on the answer line, to two decimal places therefore both marks are awarded.



**ResultsPlus**  
Examiner Tip

The expectation on all calculation questions is that candidates provide the response to two decimal places, centres should remind their learners of this requirement.

## Question 1 (f)

The first of the 'explain' questions in the paper. This question was answered quite well where candidates took a number of routes to explain one advantage to a start-up business of using a venture capitalist from funding through to the experience they can bring to the business. In order to gain access to all marks candidates were required to identify an advantage and then explain this advantage for the further 2 marks.

This response scored 3 marks.

Customers who buy a ham Ciabatta for €7.50, a sweet waffle for €2.90 and a coffee at €3.60 would pay a total of €14.00. A lunchtime special deal offers them a 5% discount.

(e) Calculate what a customer would pay for these three items after the discount is applied. You are advised to show your working.

(2)

$$14.00 \times 0.95$$

€ 13.3

(f) Explain **one** advantage to a start-up business of using a venture capitalist.

(3)

One advantage of a venture capitalist would be that you gain a partner with high levels of expertise in your sector. This is good because you can make better informed decisions for your business. This would lead to your business providing a higher quality good or service therefore you ~~would not~~ would attract more customers and make more revenue.



This response shows the technique required for this command word applied well. This candidate has correctly identified an advantage as 'high levels of expertise in your sector.' This candidate has then been able to explain this advantage in relation to a business.



For this command word this is no requirement for candidates to add context.

## Question 1 (g)

An 'analyse' question which requires candidates to analyse the importance of having motivated employees. The Assessment Objectives being assessed for this command word are AO2 and AO3 so candidates are required to analyse in a contextual manner.

Examiners will place the response with the best fit level looking at how well the level descriptors have been met by candidates. Please bear in mind we are not looking for candidates to have a specific number of linked strands within their response, responses are marked holistically and then placed within the most suitable level paying particular attention to the level descriptors.

Many candidates struggled to apply their response in the context of Cafe Pinch so therefore could not access the top of level 3.

This response scored 6 marks.

(g) Analyse the importance to Kumaran, the owner of *Café Pinch*, of having motivated employees.

(6)

One importance of motivated employees is increased efficiency. This is because when employees are motivated they will strive to work harder. This means that Café Pinch will be able to produce more high quality cooked food and filled ciabattas. Therefore Café Pinch will see ~~an~~ an increase in profit made due to ~~to~~ the employees working harder.

Another benefit of having highly motivated employees is that Café Pinch will be able to retain staff. This is because if employees of the business feel motivated by their work, they're more likely to stay on board with Café Pinch. Therefore, Café Pinch will be able to keep up with the quality of their <sup>cooked</sup> ~~product~~ <sup>food</sup> ~~meats~~ and drinks and maintain their 5 out of 5 in reviews.



This candidate shows a good response where they have been able to analyse the importance of having motivated employees. This candidate has identified increased efficiency and retention as the main factors and provided a well contextualised response.

## Question 2 (a)

A 'state' question where candidates are reminded responses should be contextualised to gain access to the mark for this AO2 question. Candidates who responded well to this question provided a clear reason why the business might set business objectives with many providing a contextualised response.

This response scored 1 mark.

2 (a) State **one** reason why *Café Pinch* might set business objectives.

(1)

Café Pinch might set business objectives to help motivate employees/workers into selling a specific number of hot or cold meals.



**ResultsPlus**  
Examiner Comments

A good response with clear context that directly links back to Café Pinch.

## Question 2 (b)

Centres are reminded that 'State' questions must contain context in relation to the given business scenario. This question saw many candidates correctly state one way Cafe Pinch could use the Boston matrix to review its product portfolio. Those who did not gain the mark either did not have any knowledge of the Boston matrix or if they did then it was not in the context of the business thus not achieving the A02 mark.

This response scored 1 mark.

(b) State **one** way *Café Pinch* could use the Boston matrix to review its product portfolio.

(1)

cafe pinch can see which drinks or snacks are dog products and can produce less of them.



This candidate has stated one way Cafe Pinch could use the Boston matrix and it is in the context of the given business scenario allowing them to access the mark for this question.



All 'State' questions require candidates to include context to their response – encourage candidates to check if their response is generic and can be applied to any business or have they included phrases that link it directly to the given scenario? For this scenario reference to the product sold e.g. drinks, food is sufficient.

## Question 2 (c)

Another 'explain' question in the paper. This question was answered quite well where candidates took a number of routes to explain one responsibility why many businesses have a human resource function from training and development to recruitment. In order to gain access to all marks candidates were required to identify a responsibility and then explain this responsibility for the further 2 marks.

This response scored 3 marks.

(c) Explain **one** responsibility of the human resources function.

(3)

Human Resources department are responsible for recruitment and selection in the business. They might have to prepare a job description for the vacant post and are responsible for scheduling interviews by shortlisting ideal candidates fit for the post.



**ResultsPlus**  
Examiner Comments

This response shows the technique required for this command word applied well. This candidate has correctly identified a responsibility as recruitment and selection. This candidate has then been able to explain this responsibility with how the function will carry out recruitment and selection.

## Question 2 (d)

A well answered question where candidates who gained the full marks for this question showed clear understanding of partnerships and were able to explain an advantage of being in a partnership.

This response scored 2 marks.

(d) Explain **one** advantage of being in a partnership.

(3)

By being in a partnership the business will have access to a wider range of skill set which are brought into the business by each of the partners in the partnership.



This response shows a typical response where candidates have not gained access to the full marks as they have not fully understood the requirements of the command word 'explain.' This candidate identifies the advantage as 'wider skill set' they have gone on to explain this advantage as '...brought into the business by each of the partners...' but this is where the explanation ends thus gaining 2 marks. To gain the final mark this candidate could have explored this advantage further.



Candidates are advised to refer back to the mark scheme to understand how explain questions should be answered.

## Question 2 (e)

This 'Explain' question was not as well answered as the previous ones as it showed some gaps in the knowledge of candidates of a hierarchical organisational structure. Those candidates who understood the concept of a hierarchical organisational structure were able to identify one disadvantage to a business of this and then go on to explain this disadvantage therefore gaining the full available marks. Some candidates found it difficult to extend their answers beyond listing disadvantages and therefore were unable to gain full marks. Some candidates had no knowledge of this type of organisational structure and therefore gained no marks.

This response scored 3 marks.

(e) Explain **one** disadvantage to a business of having a hierarchical organisational structure.

(3)

one disadvantage to a business of having a hierarchical organisational structure is that it can cause communication problems. Since there are more levels for instructions and other orders to be passed through miscommunication can occur as the instructions and orders get mixed up and mistaken as it passes through the large number of levels in a hierarchical organisational structure.



**ResultsPlus**  
Examiner Comments

This is a good response where the candidate clearly understands this topic area. They have been able to identify the disadvantage as 'cause communication problems' and then been able to explain this disadvantage.

## Question 2 (f)

A 'justify' question which assesses the Assessment Objectives AO2, AO3 and AO4. There are no knowledge marks.

As with all levels based responses, examiners mark responses holistically to see how well the response matches the level descriptors on the mark scheme.

Candidates can choose to weigh up the advantages and disadvantages of one option and then provide a conclusion or they could choose to weigh up both options and then provide a conclusion, all must be in the context of Cafe Pinch. Although it must be noted there is no requirement for candidates to discuss both options.

More able candidates accessed level 3 by considering their chosen option carefully in the context of Cafe Pinch and how this would improve its competitiveness, linking their points together and concluding their answer with balance and justification.

This response scored 9 marks.

Berlin has recently seen an increase in cafés, small restaurants and breakfast bars. To remain competitive and keep its customers, Café Pinch is reviewing its marketing mix. It is considering two options:

**Option 1:** introduce a vegan range of products

**Option 2:** a special offer of 7.5% discount to customers on Wednesday mornings 9am-12pm.

(f) Justify which **one** of these two options *Café Pinch* should choose.

(9)

Option 1 would allow Café Pinch to cater to the needs of a wider range of customers in the Café industry, meaning that Pinch would attract more customers to its café in Berlin allowing it to sell more meals and increase its revenue and market share in Café market in Berlin, however, it would be costly for Café Pinch to introduce this vegan range as it would need to spend money on recruiting and training new chefs as well as adding more seats for the new customers, this increase in costs might offset the benefits. On the other hand, Option 2 would allow Pinch to attract more customers, since customers would be encouraged to visit its café shop and try its high quality meals at a lower cost, leading to an increase in its revenue as Café Pinch would sell more meals due to customers choosing its cheaper meals compared to other café shops in Berlin however, this discount might mean that Café Pinch isn't making the most markup on meals it sells, meaning that Café Pinch would make less revenue than other cafés in surrounding areas, leading to Café Pinch losing revenue and market share in the Café market in Berlin.

I believe that option 1 (introducing a vegan range) is the most suitable option for Café Pinch. This is because as Café Pinch would cater to the needs of a wider customer base in Berlin, it would be able to expand and increase its revenue by selling more meals and selling the vegan products, leading to an increase in its market share in the café markets.

(Total for Question 2 = 20 marks)



This response shows what is expected from candidates in order to gain the full marks for this type of 'justify' question.

This candidate has chosen to look at both options which is acceptable. They have shown detailed understanding of both options, they have included context throughout their response with logical chains of reasoning and have made a good judgement about their choice with a thorough evaluation.

### Question 3 (a)

A question where candidates responded well showing accurate knowledge of secondary sector. Although some candidates did confuse the term with secondary market research.

This response scored 1 mark.

3 (a) Define the term **secondary sector**.

Secondary sector is where raw materials are turned into finished or semi finished goods. (1)



This candidate provides a good response to the question showing clear knowledge of the term secondary sector.

### Question 3 (b)

An 'outline' question that assesses AO2. To score 1 mark candidates must identify a way that social media could be used to promote the business, to score the 2 marks the response has to link back to the context of the question. Without a contextualised response candidates cannot access the full marks.

This response scored 1 mark.

(b) Outline **one** way *Café Pinch* could use social media to promote its business.

(2)  
cafe Pinch would use above the line promotion which means advertising using the media. Cafe Pinch ~~could~~ could use social media to advertise its products by which large geographical area will be aware of the business.



This shows a typical response of a candidate who does not understand the requirement from the command word 'outline.' Whilst this candidate has correctly identified that the business could use social media to advertise which gains them access to 1 mark, they cannot gain access to the second mark due to lack of context.



The name of the business does not provide context.

Candidates can choose to name the products/ services the business offers, they could choose to name competitors in the same industry or they could state the industry the business operates in to provide a contextualised response. In this case, the candidate could have replaced the business name with the type of business e.g cafe to provide context or replaced the word products with filled Ciabattas, as stated in the opening of the paper.

### Question 3 (c)

A 'calculate' question where candidates are required to use the formula for operating profit margin from the formulae page at the front of the paper and correctly substitute the numbers into the formula. Candidates are required to calculate the operating profit figure to then calculate the operating profit margin.

This response scored 1 mark.

**Figure 1** is an extract of the statement of comprehensive income for *Café Pinch*.

Revenue	€103 825
Gross profit	€66 842
Other operating expenses	€5 782

**Figure 1**

(c) Calculate, to two decimal places, the operating profit margin. You are advised to show your working.

(2)

$$\text{Operating profit} = \text{€}66,842 - \text{€}5,782$$
$$= \underline{\underline{61,060}}$$

$$\text{Operating profit margin} = \frac{\text{€}66,842}{\text{€}103,825} \times 100$$
$$= \underline{\underline{64.37\%}}$$

$$\underline{\underline{64.37}} \dots \dots \dots \%$$



This is a good example of why we encourage centres to remind candidates to show their working out. Whilst this candidate has not got the final answer correct, due to their working out, and as per the mark scheme, they have gained access to 1 mark.

This candidate has correctly calculated the operating profit figure but used the gross profit figure to calculate the operating profit margin as opposed to the operating profit figure hence the incorrect final figure.

### **Question 3 (d)**

A question where candidates who accessed level 3 carefully considered two factors Cafe Pinch might consider when measuring its success. Candidates were disadvantaged when they did not apply their answer to Cafe Pinch as they cannot access the top of level 2 without any application. Common responses included revenue, profit, owner satisfaction and customer satisfaction.

This response scored 6 marks.

(d) Analyse **two** factors Café Pinch might consider when measuring its success.

(6)

One way Café Pinch can do this is through customer satisfaction. This is because if Café Pinch can see how satisfied customers are with their breads and teas, they can evaluate improvements they may have to make or see which baked goods to keep selling. ~~They~~ They could do this through customer satisfaction surveys. This means that Café Pinch can adjust the products that customers don't enjoy as much and replace them with higher quality and tastier ones. This will lead to more returning customers to Café Pinch.

Additionally, they could also do this through seeing how much profit they are making. This is because if they are earning more than what they are selling their breads or coffees for, they can see they are successful. This means that Café Pinch can continuously see how much ~~more~~ money they are making. This will lead to Café Pinch success rate staying up as they can see if ~~they are~~ the numbers decrease or if profit is the same as revenue and they will then know they need to change something.



This candidate shows a good response where they have been able to analyse the factors of customer satisfaction and profit with a well contextualised response.

### **Question 3 (e)**

The second of the 'justify' questions in the paper. For this question candidates were asked to consider two methods of communication for Cafe Pinch to consider to improve communication.

Many candidates understood both methods showing good application and analysis. Those who did not reach the top of level 3 often lacked an evaluative comment as to why their choice was the most appropriate.

This response scored 9 marks.

Kumaran understands the importance of communication and the benefits it brings. He is looking to improve communication with his employees. Café Pinch is considering two options:

**Option 1:** updating the noticeboard in the staffroom daily with information such as sales targets and staff rotas

**Option 2:** weekly staff meetings.

(e) Justify which **one** of these two options Café Pinch should choose.

(9)

Kumaran should use weekly staff meetings because it gives employees the chance to give feedback to Kumaran on company changes. ~~Meetings~~ This is significant as CP is a ~~small~~ <sup>sole</sup> trader so Kumaran ~~needs~~ <sup>relies on</sup> feedback from employees since there are no other people in charge of the business (no influx of ideas from anyone other than the owner). ~~Feedback~~ <sup>listening to</sup> ~~staff allows CP to improve their communication which~~ <sup>feedback</sup> increases employee motivation as they feel like they have a say in how the company is run, this decreases chance of employee quitting which decreases recruitment, selection costs and increases profit. However, staff meetings may decrease ~~motivation~~ <sup>productivity</sup> if employees ~~feel~~ <sup>like they're</sup> wasting time with a meeting instead of cooking ~~more~~ <sup>more</sup> dishes. This could decrease ~~potential~~ <sup>especially as it's a small company</sup> ~~revenue~~ <sup>decrease</sup> decreasing potential revenue & profit.

However, Kumaran shouldn't use <sup>weekly</sup> staff meetings because ~~it~~ they're less frequent than daily updates. This could worsen communication if employees don't know about recent business changes because the meeting that week hasn't been held yet. This could cause mistakes in operating new equipment that could increase cost and decrease quality of ~~product~~ food made. However, meetings also allow <sup>as products need to be remade</sup>

employees to ask questions if they don't understand an instruction which could decrease mistakes and increase the quality of ~~products~~ food.

Overall, I think CP should use weekly staff meeting to allow employees to give feedback and ask questions, which option CP should choose depends on whether employees feel empowered to ~~to~~ give feedback or ~~just are~~ annoyed at having to sit through long meetings. The most important

(Total for Question 3 = 20 marks)

factor is that ~~the~~ meetings ~~only happen~~ don't disrupt employees' work in making enough dishes and finishing meal - prep on time / meeting don't come in the way of work.



**ResultsPlus**  
Examiner Comments

This response shows what is expected from candidates in order to gain the full marks for this type of 'justify' question.

This candidate has chosen to justify option 2 showing detailed understanding of the choice they have made, they have included context throughout their response with logical chains of reasoning and has made a good judgement about their choice with a thorough evaluation.



**ResultsPlus**  
Examiner Tip

As stated previously, there is no requirement for candidates to discuss both options. Often when they do this they are not able to justify each option in depth in the time allocated for the question.

### Question 4 (a)

A 'calculate' question that required candidates to calculate the return on capital employed (ROCE). The ROCE formula is a formula provided on the formulae page at the start of the paper.

This response scored 1 mark.

4 **Figure 2** is an extract of financial information from *Café Pinch*.

Operating profit	€84 054
Current assets	€75 000
Current liabilities	€63 000
Capital employed	€266 058

**Figure 2**

(a) Calculate, to two decimal places, the return on capital employed (ROCE). You are advised to show your working.

(2)

$$\begin{aligned} \text{ROCE} &= \frac{\text{Operating profit}}{\text{Capital employed}} \times 100 \\ \text{ROCE} &= \frac{84,054}{266,058} \times 100 = 31.592 \\ &= 31.6\% \\ &= 31.6\% \end{aligned}$$



This candidate has correctly substituted the numbers in the formula. The question states the answer must be to two decimal places. This candidate has provided their final answer to one decimal place so therefore cannot access the full marks. This has been the standard set since the start of this specification so centres are reminded to encourage practice of this with their learners.

As the final answer is incorrect examiners are then advised to look through the working out to see if a mark can be allocated for working out. This candidate has correctly matched the first line of the mark scheme hence why 1 mark has been awarded.



Centres should be aware that examiners are advised to take the answer provided by candidates on the final answer line therefore if the final answer is not to 2 decimal places the candidates will not gain access to the full marks even if the answer to 2 decimal places is in the working out. The answer provided by candidate on the answer line is viewed as their final response to the question so that is what is marked.

## **Question 4 (b)**

This 'analyse' question requires candidates to analyse how market segmentation could be used to target its customers. As per the specification, candidates could take a number of routes to respond to this question from location and demographics to lifestyle, income and age. Overall, a well answered question.

This response scored 6 marks.

(b) Analyse how *Café Pinch* could use market segmentation to target its customers.

(6)

*Café Pinch* may use market segmentation through segmenting their market making ~~kids meals~~ different cultural foods such as German food and Italian food like pizzas, as residents and German citizens may prefer more familiar food, *Pinch* will have met their needs if they produced warm, hot German meals. This will increase their revenue as the customers' needs are being met, this revenue can be used to expand on the cultural diversity of their food such as a Parisian menu.

*Café Pinch* may also introduce kids menus if any of their customers are families. Families may be more attracted to *Pinch* as they offer a kids menu through selling smaller portioned meals, by meeting a family's needs, they can have competitive advantage as they offer a variety of food that targets different segments, this increases customer base and helps meet their needs more effectively.



This candidate provides a good example of where they have been able to identify how market segmentation could be used to target customers in a well contextualised manner.



Without a fully contextualised response candidates will not meet the level descriptors in level 3 to gain access to the top marks.

## Question 4 (c)

Centres are reminded that this is the only level-based question in the paper which is equally weighted across all four assessment objectives; AO1 – knowledge, AO2 – application, AO3 – analysis and AO4 evaluation. It is pleasing to see that most candidates made an attempt at this question – although some only managed a few lines, maybe there is a need for those individuals to plan their time better.

Candidates at level 1 made some attempt at the question and were able to make basic statements about methods of market research, often with very little or no context. Those candidates who accessed level 3 considered the importance of methods of market research in the context of Cafe Pinch and the impact this can have on the business to continue being successful, they have then successfully linked their points together in a logical order and been able to conclude their answer with a well-balanced and justified argument.

This response scored 12 marks.

Café Pinch needs to ensure it understands the needs of its customers to continue being successful.

- (c) Evaluate the importance of using methods of market research for Café Pinch to meet customer needs. You should use the information provided as well as your own knowledge of business.

(12)

Primary research is the gathering of new information that doesn't already exist. Further, secondary research is gathering of information that is readily available. When using primary research Café Pinch could handout questionnaires made by them to it's customers visiting between 8am to 5pm. This allows them to gather information about their breakfast preferences of whether to improve the taste of the Croissants ~~cakes~~ being made. Therefore, due to this Café Pinch would be able to observe the needs and improve the quality of food products being produced. This leads to customers satisfaction when needs are being met. Due to this repeated sales would be met leading to Café Pinch having reliable profits. As a result being able to gain good investment to expand further in Berlin.

Further, if Humoran analyzes their customers needs using the internet this easily allows them to capture market. As internet may allow to projected other food item being produced by it's rivals in Berlin which has greater sales. Therefore, using this information Café Pinch could attract it's existing

customers from rivals as well as new customer when those foods are being produced by Cafe Pinch in a quality way and uniquely. This allows them to win rivals customers which allows them to secure a competitive edge. As a result increasing market share for Cafe Pinch.

However, questionnaires may not provide detailed information about needs, as some customers wouldn't take time or do not provide accurate information. This ~~allows~~ doesn't allow Cafe Pinch to meet specific market demands as production process may be delayed. Due to this sales made from existing products as well would fall as new products are not being produced according to trend. Further, internet information (Total for Question 4 = 20 marks)

of rivals may not be up to date. **TOTAL FOR PAPER = 80 MARKS**  
This leads to Cafe Pinch seeing unwanted information, this leads to wastage of time. Moreover, due to this potential customers would be lost as rivals would already produce foods according to market demands. Therefore, leading to any market research being inefficient for Cafe Pinch at that time.

In conclusion, market research allows Cafe Pinch with good information about customers needs. This is vital as foods such as coffee and pancakes, hot and cold food could be produced accordingly. But this may depend on the market and customers. For instance if customers visiting do not provide detailed information or if the data about the competitive market cafe trends are not shown in the net. this may lead to poor customer service. But in the short-run needs could be met if Cafe Pinch maintain control quality.



This example shows that the candidate has clearly understood how methods of market research impact upon Cafe Pinch. They have been able to counter balance their argument well with plenty of context throughout the response. There is well thought out consideration that methods of market research are important to Cafe Pinch as well as why they are not. Finally, there is a conclusion that adds value to the response and effectively uses the 'it depends rule'.



This candidate has exceeded the recommended line allowance for this type of question so therefore could have provided a more concise response to the question.

## Paper Summary

Based on the performance in this paper candidates and centres are offered the following advice:

- Not to spend time repeating the questions – this is not necessary and simply wastes time
- Understand what the financial terms mean
- Ensuring that formulae are learnt for those not provided in the paper
- 'State' and 'Outline' questions must have context in order to gain the full available marks
- 'Explain' questions require no context but a full explanation of the point being made
- 'Justify' questions do not need to consider both options

## **Grade boundaries**

Grade boundaries for this, and all other papers, can be found on the website on this link:

<https://qualifications.pearson.com/en/support/support-topics/results-certification/grade-boundaries.html>

