

Reading the case study! Look for the following and underline them.

Refer back to it every question.

The clues are in the case study!!



HOW to use the Case Study SWK	
What is the business selling? Is it a manufacturer, retailer or maybe both?	Legal structure? ST,P,F,PLC,LTD
<u>S</u> trengths	<u>W</u> eaknesses
<u>K</u> ey Points (Objectives, future plans, decisions to be made)	



1-2
Minutes



2 Mark Questions

State, List, Describe

2 Minutes

REVISION – KNOW ALL YOUR DEFINITIONS, ADVANTAGES AND DISADVANTAGES AND KEY FEATURES.

State two advantages of setting up as a private limited company?

List two stakeholders to company X?

Describe what a franchise is?

On a describe question you want two points

E.G

A franchise is where a business is allowed to use another business name, logo and products. (1) The Franchise will receive support and training from the business (2)

4-6 MarksExplain, Describe



You need to use the case study here!!!

Typical Questions

Explain the benefit of using a business plan for Company X

4-6
Minutes

Describe two ways Company X could promote itself?

Explain the two problems with Company X using Flow Production?

STATE an advantage/disadvantage of the option.....

LINK to the case

- The case says this
- They are currently doing this
- They have experience in....
- This will help this business as it is looking to do X
- This maybe a problem because this business has done this in the past
- They need to rectify this problem

IMPACT

- Will affect profits, motivation etc
- This will help gain more customers for their target market....

9 Mark Answer – Recommend, Justify.....

Does it have **one** or **two** options?

Advantages of each option

5 MARKS
EVALUATION

Advantages and **Disadvantages** of the one option

4 MARKS
(ANALYSIS)

DECISION.....I think they should choose option 1 or I think they should...

This will help them reach the **OBJECTIVE** of.....

WHY have you chosen this? Prioritise/ Rank

The benefits outweigh the drawbacks because.....

Its really important for this business because currently.....

IT DEPENDS ON:

The option would depend on cost

The option would depend market research

The option would depend on customer response.....**RECOMMEND**

SHORT TERM LONG TERM

In the short term it might be costly but be better in the long run because...

STATE an advantage/disadvantage of the option.....

LINK to the case

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REPEAT

IMPACT

- Will affect profits, motivation etc
- Will affect the business in the short term/ long term because.....