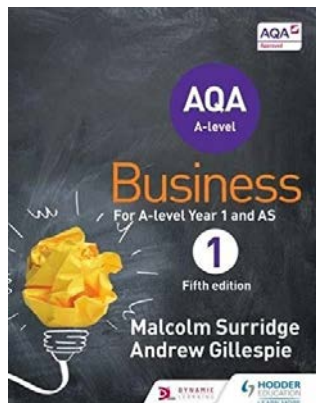


Pre-Sixth Form Tasks

Subject: *Business*

Task	Detail	Demonstrated		
		Yes	Partially	No
Organisation	<i>A large ring binder folder, labelled Business Units 1-6 with dividers and plastic wallets</i>			
	This task sheet, printed & include in folder.			
Tasks	<i>Complete the 20 mark question on Café Republica</i>			
	Complete the numeracy questions			
	<i>Purchase the AQA A Level Year 1 Business textbook below</i>			



• **Tasks satisfactorily completed:** Yes / No

• **Subject Teacher signature:** _____

If you need any help email:

cbrinsden@georgeabbot.surrey.sch.uk

Case Study: Café Republica Ltd

Founded in London in 1995, Café Republica is now looking at expanding its operations into a global market. The firm currently has 95 independent branches and 65 concessions (outlets within other retailers, such as petrol stations and cinemas). 85% of its branches are located in the UK, with the other 15% situated across the European Union. After a series of meetings discussing international strategy, Café Republica has now decided to focus its expansion plans outside of the EU, due to slow growth expected both in the EU and UK markets. Marketing Director, Fleur Burton, advised in a recent meeting that the firm's performance mirrored the performance of high street retailers and shopping centres. She said, "Café Republica's sales directly reflect the wider economic outlook, as greater disposable incomes continue to draw consumers out to the shops and into the cinemas."

As part of its international expansion strategy, Fleur has asked her team to compile some economic data and forecasts for a number of potential markets. Fleur is keen to target emerging markets, as she believes that they may represent the best opportunity for long-term growth. Fleur has looked specifically at three markets: Mexico, Indonesia and Turkey.

	Cost	Chances of success			Expected returns		
		Good	Limited	Poor	Good	Limited	Poor
Mexico	£6.5m	0.4	0.3	0.3	£10.2m	£8.4m	£2.5m
Indonesia	£5.1m	0.2	0.5	0.3	£10.2m	£8.5m	£3.5m
Turkey	£3.6m	0.3	0.3	0.4	£8.0m	£6.0m	£3.0m

Figure 1 - Expected returns, with risk and cost data

In addition, Fleur's marketing team also compiled a number of economic indicators, including the UK's, to allow her to compare different markets. These are detailed in figure 2.

- Index numbers are a number showing the variation in a price or value compared with the price or value at a specified earlier time (often represented by the number 100).

Index of expected GDP growth			Current GDP in US Dollars	
	Today	20 yr's time		
Mexico	100	150	Mexico	1,294 (tn)
Indonesia	100	195	Indonesia	888 (bn)
Turkey	100	180	Turkey	795 (bn)
UK	100	125	UK	2,988 (tn)

Figure 2 – Index of expected growth over the next 10 years and current GDP in US dollars

- | |
|--|
| <p>1. Using the information above, recommend which country Café Republica should expand into.</p> <p style="text-align: right;">Justify your choice (20 marks)</p> |
|--|

Numeracy Questions

Q1	<p>Balti Towers is an Indian takeaway that also offer a delivery service. Last year, the business delivered 1,400 curries. This year, the owner estimates that they will deliver 1,512 curries.</p> <p>Calculate the estimated percentage increase curry deliveries.</p>
----	--

Your workings:

Q2	<p>School of Choc is a confectionary manufacturer located in County Durham. The business employs 120 staff. The ratio of male to female staff is 2:3.</p> <p>Calculate how many female staff School of Choc employs.</p>
----	--

Your workings:

Q3	<p>Jimmy Chews is a sweet shop located in Wetherby. This year, the owner estimates that the business, which also sells soft drinks, will sell 3,360 cans of coca cola, 5% more than last year.</p> <p>Calculate how many cans of coca cola Jimmy Chews sold last year.</p>
----	--

Your workings:

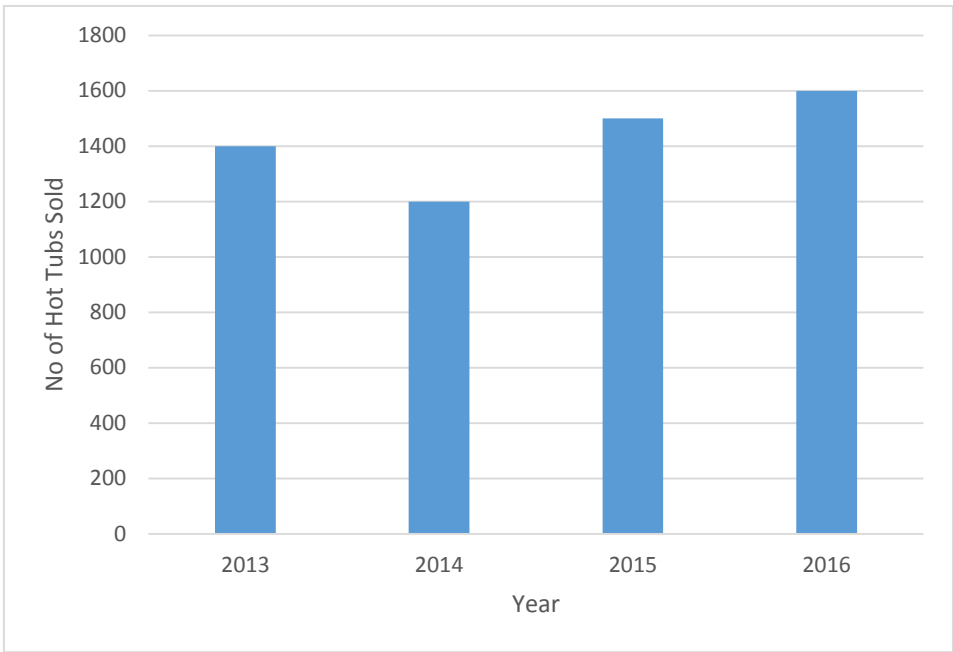
Q4 Bubblicious is a hot tub manufacturer located in Chester. Their hot tubs retail for £4,500. The manufacturing cost per hot tub is $\frac{2}{5}$ of the selling price.

Calculate the cost of manufacturing one hot tub.

Your workings:

Q5 The chart below shows the number of hot tubs Bubblicious sold between 2013 and 2016. The owner, estimates that in 2017, hot tub sales will be 5% lower than in 2016.

Calculate the average annual sales of hot tubs between 2013 and 2017.



Your workings:

Q6	<p>Melchester Rovers Football Club can seat 42,000 spectators. Last week, when they played Harrogate Town, there were 36,960 spectators.</p> <p>Calculate the percentage of empty seats.</p>
<p>Your workings:</p>	

Q7	<p>A family of four, on holiday in the UK from Spain, visited the 'Whale of a Time' sea life centre in London. The total entrance cost for the family was £90.</p> <p>Assuming an exchange rate of £1: €1.08, calculate the total entrance cost in Euros.</p>
<p>Your workings:</p>	

Q8	<p>Loft in Space, a manufacturer of loft insulation, took 80 of its employees on a two-day team building trip to an outdoor activity centre in the Lake District. The total cost of the trip was £9,600. The accommodation cost per was $\frac{3}{5}$ of the total cost per employee.</p> <p>Calculate the accommodation cost per employee.</p>
<p>Your workings:</p>	