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| **Outline of management policy 1** | **Explanation of how the policy *could* improve Merlin Entertainments’ competitive position** |
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| **Outline of management policy 2** | **Explanation of how the policy *could* improve Merlin Entertainments’ competitive position** |
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**Evaluation of the *extent* to which Merlin Entertainments’ competitive position *was* improved by the management policies**