Answer all questions in this section.

Read the case study in the insert.

Analyse two benefits to Hopps Clothing Ltd of creating a strong brand. [12 marks]

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Analyse the value of effective inventory control to Hopps Clothing Ltd.

[12 marks]
Using the data in Appendix B and the case study, evaluate whether Jack is likely to meet the deadline for his new range.

[16 marks]
In his first year, Jack only used e-commerce instead of distributing through a retailer. To what extent was this a good choice? You should support your answer using Appendix A and the case study.

[16 marks]
Considering both quantitative and qualitative factors, should Jack give up his job to become a full-time entrepreneur? Justify your answer.

[20 marks]
Jack plans to grow his business rapidly over the next few years. To what extent is it possible for businesses to overcome the problems caused by rapid growth? [24 marks]
END OF QUESTIONS

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