



## Worksheet 2: Different business contexts answers

1

	Differences	
A small retailer of smartphones	<p>One is in the primary sector the other is in the secondary sector.</p> <p>The retailer sells to customers/consumers (B2C), whereas the manufacturer is most likely to sell to other businesses (B2B).</p> <p>The retailer is small, possibly with only one or two branches, whereas the manufacturer is larger with capital in more than one country.</p> <p>The retailer is unlikely to sell products overseas, whereas the manufacturer is very likely to sell in many countries.</p>	A multinational manufacturer of smartphones

2

	Differences	
A farm growing fruit and vegetables	<p>A farm is in the primary sector whereas a supermarket is in the tertiary sector.</p> <p>A farm is likely to have fewer products to sell than a supermarket.</p> <p>A supermarket can change their products in a relatively short timescale as opposed to a farm which can be more flexible.</p>	A supermarket selling food

3

	Differences	
A successful social media business	<p>A social media business is the tertiary/quaternary sector whereas the newspaper publisher is in the secondary/tertiary sector.</p> <p>A social media business is based solely online whereas a newspaper publisher is likely to have online and tangible products.</p> <p>The social media business is successful whereas we do not know about the newspaper publisher – it may be struggling as less people purchase tangible newspapers today.</p>	A newspaper publisher