



Worksheet 7: Developing advantages and disadvantages

Complete the following tables for the given business scenario. Use the scenario to make sure the development is in context.

- 1 A supermarket operates in a competitive business environment. The owners of the business know that most of their products are price elastic. Analyse one possible advantage and one possible disadvantage to the business of reducing their prices.

Advantage	Disadvantage

- 2 A restaurant operates in a tourist destination. It is very busy in the peak holiday season but there are very few customers for the rest of the year. Analyse one possible advantage and one possible disadvantage to the business of increasing the size of the restaurant.

Advantage	Disadvantage

- 3 A manufacturing business is labour intensive and produces clothing for many well-known brands. The business has a contingency plan in case of a fire in the factory. Analyse one advantage and one disadvantage to the business of having a contingency plan in case of a fire in the factory.

Advantage	Disadvantage

- 4 Max is a sole trader who has recently set up a business that sells jewellery. All of his products are sold over the internet. Analyse one advantage and disadvantage to Max of using the internet to sell his products.

Advantage	Disadvantage



- 5 A large manufacturing business that produces and sells smartphones is planning to introduce Total Quality Management (TQM) into its factory. Analyse one possible advantage and one possible disadvantage to the workers from the introduction of Total Quality Management (TQM).

Advantage	Disadvantage