



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES

FEBRUARY/MARCH 2018

MARKING GUIDELINES

MARKS: 200

These marking guidelines consist of 16 pages.

QUESTION 1: SHORT QUESTIONS

1.1	1.1.1	C✓	<i>Remembering, easy (Focus, p. 171; Successful, p. 191)</i>	(1)
	1.1.2	D✓	<i>Applying, easy (Focus, p. 165; Successful, p. 183)</i>	(1)
	1.1.3	A✓	<i>Applying, moderate (Focus, p. 156; Successful, p. 173)</i>	(1)
	1.1.4	C✓	<i>Remembering, moderate (Focus, p. 85; Successful, p. 100)</i>	(1)
	1.1.5	B✓	<i>Remembering, easy (Focus, p. 77; Successful, p. 91)</i>	(1)
	1.1.6	D✓	<i>Remembering, easy (Focus, p.104; Successful, p.126)</i>	(1)
	1.1.7	A✓	<i>Applying, easy (Focus, p. 93; Successful, p. 113)</i>	(1)
	1.1.8	D✓	<i>Understanding, moderate (Focus, p. 106; Successful, p.128-129)</i>	(1)
	1.1.9	B✓	<i>Understanding, moderate (Focus, p. 49; Successful, p. 50)</i>	(1)
	1.1.10	C✓	<i>Understanding, moderate (Focus, p. 56; Successful, p. 59)</i>	(1)
	1.1.11	B✓	<i>Remembering, easy (Focus, p. 148; Successful, p. 130)</i>	(1)
	1.1.12	D✓	<i>Remembering, easy (Focus, p. 135; Successful, p. 153)</i>	(1)
	1.1.13	B✓	<i>Remembering, easy (Focus, p. 127; Successful, p. 146)</i>	(1)
	1.1.14	A✓	<i>Understanding, easy (Focus, p. 134; Successful, p. 156)</i>	(1)
	1.1.15	D✓	<i>Analysing, moderate (Focus, p. 142; Successful, p. 157)</i>	(1)
	1.1.16	C✓	<i>Remembering, easy (Focus, p. 19; Successful, p. 23)</i>	(1)
	1.1.17	A✓	<i>Remembering, easy (Focus, p. 16; Successful, p. 21)</i>	(1)
	1.1.18	D✓	<i>Understanding, difficult (Focus, p. 15; Successful, p.13)</i>	(1)
	1.1.19	A✓	<i>Understanding, moderate (Focus, p. 15; Successful, p. 13)</i>	(1)
	1.1.20	D✓	<i>Understanding, moderate (Focus, p. 8; Successful, p. 12)</i>	(1)

- 1.2 1.2.1 Grey goods/parallel imports✓ (Focus, p. 158; Successful, p. 176) (1)
- 1.2.2 Scam/phishing/online scam✓ (Focus, p. 159; Successful, p. 177) (1)
- 1.2.3 Cooling-off period✓ (Focus, p. 157; Successful, p. 173) (1)
- 1.2.4 Stokvel/Grocery club✓ (Focus, p. 161; Successful, p. 177) (1)
- Understanding, moderate*

- 1.3 1.3.1 skilled✓ (Focus, p. 25; Successful, p. 17) (1)
- 1.3.2 fixed✓ (Focus, p. 38; Successful, p. 36) (1)
- 1.3.3 feasibility study✓ (Focus, p. 35-40; Successful, p. 35, 42) (1)

Understanding, easy

- 1.4 1.4.1 C✓ (Focus, p.130; Successful, p.149) (1)
- 1.4.2 D✓ (Focus, p.118; Successful, p.137) (1)
- 1.4.3 A✓ (Focus, p.119; Successful, p.138) (1)
- 1.4.4 B✓ (Focus, p.122; Successful, p.140) (1)

Understanding, moderate

- 1.5 B✓
C✓
E✓
H✓ (Any order) (4)
- Applying, moderate (Focus, pages 49, 53-54; Successful, pages 51, 61-62, Grade 11)*

- 1.6 D✓
E✓
F✓
H✓
I✓ (Any order) (5)
- Analysing, difficult (Focus, pages 75-77, 79, 84-85, 95; Successful, pages 85, 89-91, 93-94, 100-111)*

[40]

QUESTION 2: THE CONSUMER

- 2.1 2.1.1 • Inflation is the rise/increase in the price of goods and services✓over a specific period/in a year.✓ (2)

Remembering easy (Focus page 167; Successful page 184)

- 2.1.2 • Inflation decreases the purchasing power of the Rand.✓
• Fewer goods/services can be bought with the same amount of money/due to decreased value of the Rand.✓
• Goods and services will be more expensive.✓ (Any 2) (2)

Remembering moderate (Focus page 167; Successful page 185)

- 2.1.3 • Pay as you earn/PAYE✓
• Provisional tax/tax from irregular income earners✓ (2)

Remembering, easy (Focus, page 163; Successful, page 181)

- 2.1.4 • The levy/fuel tax is used for the Road Accident Fund/Third party victims of motor vehicle accidents compensation.✓ (1)

Remembering, easy (Focus, page 165; Successful, page 182)

- 2.1.5 • Food producers using petrol/diesel in the production process may have an increase in the production costs.✓
• Wholesalers and retailers will then increase their food prices, to make a profit✓ therefore consumers will have to spend more of their income on food.✓
• Imported food prices may also increase as a result of the increased petrol/diesel/transport costs.✓ (Any 3) (3)

Applying, difficult (Focus, page 165; Successful page 182)

- 2.2 2.2.1 • Neo should not flush/dispose old medication/dirty soapy water down the toilet/dispose it in an acceptable ethical manner.✓
• He should use environmentally safe/friendly cleaning agents.✓ (2)

Understanding, moderate (Focus, page 180-181; Successful page 198)

- 2.3 2.3.1 • Supplying household water✓
• Refuse removal✓
• Sanitation/Sewage collection/disposal✓ (Any 2) (2)

Understanding, easy (Focus, page 183-184; Successful, page 202-203)

- 2.3.2 • Yes✓
• Jake never defaulted in paying for municipal services/water/electricity/rates/taxes.✓ (2)

Applying, easy (Focus, page 183-184; Successful, page 202-203)

- 2.3.3
- Jake fulfilled his responsibility as a consumer✓ he paid for the consumption of his services/electricity✓ from the municipality.
 - The municipality did not fulfil✓ its responsibility of service delivery towards Jake as far as electricity is concerned.✓
 - The service provider/supplied electricity for certain periods✓ but cut the electricity supply because the municipality did not pay the service provider.✓
- (Any 2 x2) (4)

Analysing, difficult (Focus, page 185; Successful, page 205/Scenario)

[20]

QUESTION 3: FOOD AND NUTRITION

- 3.1
- Use salt sparingly/reduce the amount of salt in your diet/no more than one teaspoon of salt should be consumed per day/herbs and spices can be used to flavour food instead of salt .✓
 - Cut down on the consumption of processed foods/salty foods/smoked meat/bacon/macon/biltong/potato crisps/salted nuts/salted popcorn.✓
 - Watch your weight/lose weight✓ if overweight/limit saturated fat/carbohydrate intake to prevent weight gain.
 - Consume enough calcium/potassium/magnesium.✓
 - Limit the consumption of alcohol.✓
 - Cut down on the intake of coffee and tea.✓
 - Eat a healthy diet low in saturated fats and cholesterol.✓
 - Eat plenty of fresh fruit and vegetables.✓
 - Choose high-fibre whole-grain cereals rather than refined cereal products.✓
 - Use low-fat or skimmed dairy products.✓
- (Any 5) (5)

Remembering, easy (Focus, page 77; Successful, page 87-88)

- 3.2
- Inadequate iron intake/not enough iron-rich foods.✓
 - Lost through bleeding during heavy menstruation.✓
 - A bleeding ulcer/blood loss after an injury/nose bleeding.✓
 - Poor absorption of iron.✓
 - Chronic kidney disease.✓
- (Any 4) (4)

Remembering, moderate (Focus, page 76; Successful, page 91)

- 3.3
- Foods with a high GI tend to be digested fast✓and thus supply a sudden/rapid rise✓ in blood-glucose levels. This provides instant energy.✓ This triggers the excessive release/over secretion of insulin✓ to stimulate the removal of glucose from the bloodstream. The sudden removal of glucose then causes the blood glucose level to drop quickly.✓ This then leaves the blood with too little glucose for immediate energy.✓ (Any 2)
- Low GI food is digested slowly✓ thus the glucose is supplied/released gradually/slowly/steadily✓ into the blood stream. This means there is a steady/continuous supply of glucose for energy✓for a prolonged time/over a long period.✓ The pancreas is not stimulated to produce too much insulin.✓ (Any 2) (4)

Understanding, moderate (Focus, page 71; Successful, page 77)

NOTE: Learners can get a maximum of 2 marks for the explanation of high GI foods and a maximum of 2 marks for the explanation of low GI foods.

NOTE: One mark must be deducted if the answer is not written in paragraph format.

3.4 3.4.1 Potato crisps exchanged with popcorn

- Crisps are high in fat✓ and trans fatty acids.✓ Popcorn is lower in fat and does not contain trans fatty acids.✓therefor it has a lower impact/deposits less fat in the arteries/lessens blockage of arteries✓and contributes to a healthier heart. ✓
- Total fat and trans fatty acids increase cholesterol levels.✓

(Any 2) (2)

Understanding, moderate (Focus, page 74-75; Successful, page 84-85)

3.4.2 Butter exchanged with canola oil for food preparation

- Saturated fat increases low density lipoprotein levels (LDL) which carry cholesterol to the arteries where it is deposited.✓ This increases cholesterol levels which may lead to atherosclerosis (is a risk factor for coronary heart disease).✓
- Canola oil is high in (mono) unsaturated fat.✓ This increases high density lipoprotein levels (HDL) which carry cholesterol to the liver where it is excreted from the body.✓ This decreases cholesterol levels, which is beneficial for heart health.✓

(Any 4) (4)

Understanding, moderate (Focus, page 74-75; Successful, page 84-85)

3.4.3 White, refined flour exchanged with brown, whole wheat flour

- Whole wheat flour contains more fibre.✓Fibre has a cholesterol-lowering effect✓and thus less cholesterol deposits in the arteries thus a healthier heart.

(2)

Understanding, moderate (Focus, page 74-75; Successful, page 84-85)

3.5 3.5.1 • E.coli infection✓

(1)

Understanding, moderate (Focus, page 90; Successful, page 106)

- 3.5.2 • The best approach is to rest.✓
- Prevent dehydration✓ by drinking plenty of fluids/good quality water to replace the fluid lost as a result of diarrhoea.✓
- Do not take anti-diarrheal medication/medication to stop the diarrhoea✓ as this would prevent the person's intestines from getting rid of the E.coli bacteria/as the body needs to get rid of the germ as soon as possible.✓
- People who become seriously dehydrated may need to be hospitalised✓ so that they can be given fluids by drip/have fluids and electrolytes put into their veins intravenously.✓

(Any 4) (4)

Understanding, moderate (Focus, page 90; Successful, page 107)

- 3.5.3
- The raw milk could have been contaminated✓as it was not pasteurised.✓
 - The meat could have been contaminated during slaughtering✓and when the meat was minced, germs could have been mixed throughout the mince.✓
 - The mince could have been undercooked✓as they ran out of gas while preparing lunch.✓
 - The vegetables could have been contaminated with animal faeces/dung✓as famers used organic ways of farming/no pesticides/herbicides for their crops.✓
 - The vegetables may not have been washed well/properly/washed in possible contaminated water from the dam.✓
 - The buckets of drinking water could✓ have been possible contaminated dam water. (Any 5)
- (5)

Applying, moderate (Focus, page 90; Successful, page 106-107)

- 3.6 3.6.1 • Bulimia/bulimia nervosa✓ (1)
- Understanding, easy (Focus, page 82; Successful, page 95)*

- 3.6.2 (a) Psychological treatment
- Sonia will need counseling✓ and support from family and friends for depression and feelings of guilt.✓
 - She may need to get medication for depression/anti-depressants.✓
 - The treatment must address Sonia's feelings of guilt and psychological needs✓so that her physical health✓and normal eating pattern can be restored.✓ (Any 4)
- (4)

(b) Nutritional education and treatment

- Nutritional education/a dietician will guide her on her eating habit and behavioral management.✓ This will assist her to stop binge eating/eating large amounts of food/purging.✓This will result in healthier alternatives to manage/stabilise/control her weight.✓
 - Sonia will be encouraged to eat a balanced diet✓ with enough carbohydrate✓and fats✓ to give her energy and proteins to sustain the body.✓ (Any 4)
- (4)

Analysing, difficult (Focus, page 82; Successful, page 96)

[40]

QUESTION 4: CLOTHING

- 4.1
- Economic factors: inflation/recessions/depression/wealth/poverty✓
 - Social factors: geographical/living patterns/educational level/wars/disasters/religious beliefs/current events/fashion show /lifestyle✓/ Consumers get bored/need something new✓/Blurring of gender boundaries/unisex clothing✓
 - Technological factors: new textiles/new manufacturing methods/better communication methods✓/ Need for sustainability/eco-fashion✓
 - Political/judicial climate: laws/trading regulations✓ (Any 4) (4)

Remembering, easy (Focus, page 49, 51; Successful, page 53-55)

- 4.2
- The fashion reaches the height of popularity. ✓
 - Many people wear it. ✓
 - It is produced in growing numbers/mass produced. ✓
 - Advertised by clothing stores in magazines/window displays.✓ (Any 2) (2)

Remembering, easy (Focus, page 63; Successful, page 68)

- 4.3
- Versatile items can be worn in more than one season.✓
 - Versatile items can be easily mixed-and-matched.✓ This extends your wardrobe/ensures that you get lots of use out of them.✓ (Any 2) (2)

Understanding, easy (Focus, page 55; Successful, page 62)

- 4.4
- **Standard fashion trends** form the basis of the wardrobe for the world of work✓can add interest✓/can be updated/complimented with new accessories/changing hemlines/collars/sleeves✓and should be less expensive items such as shirts.✓
 - **Classic styles** should form the basis/foundation/80%✓ of a wardrobe for work as they are timeless/long lasting/good quality.✓
 - **Fashion fads** can add interest✓ in the form of accessories/jewelry/scarves/ties/shoes.✓The basic items should not be fashion fads✓ as they are short-lived/are in fashion for a short time.✓ Fashion fads often do not look professional/can change basic items/new look to be fashionable✓ and saves money✓ (3 x 2) (6)

Applying, moderate (Focus, page 49, 52, 53; Successful, page 62)

- 4.5 4.5.1 Weather conditions:
- In summer when it is very hot/hot✓ John will have to choose light weight✓ pants/tops/shirts.
 - He has to choose fabrics such as cotton/linen✓ that can breathe/let air through✓ in order to release perspiration/not retain perspiration/sweat.✓
 - He may also need protective clothes against elements of the weather✓ such as a hat/cap/raincoat (on rainy days)/head gear for protection.✓
(Any 2 x 2) (4)
- 4.5.2 Colour of clothing:
- John must choose light/tint colours✓ that will not show dirt easily/khaki/light blue/light green for summer as it reflects light✓ and will look✓ and feel cool.✓
(Any 2) (2)
- Analysing, difficult (Successful p 59; Focus p 56-57)*

[20]

QUESTION 5: HOUSING

- 5.1
- By paying wages and salaries that will enable the employees to pay rent and save towards buying their own homes.✓
 - By giving employees the option of staying in company-owned houses at a lower rent/rent out company-owned houses to employees.✓
 - By assisting in arranging home loans.✓
 - By assisting with the purchase of building materials/by buying building materials in bulk.✓
 - By helping employees to use their pensions/provident funds as collateral for loans.✓
 - Provide employees with a monthly housing allowance/subsidy.✓
 - Subsidise part of the interest on an employee's home loan.✓
 - Offer guarantees to lenders on an employee's housing loan.✓
 - Help with relocating costs.✓
 - Provide housing consumer education and advice to employees.✓

(Any 5) (5)

Understanding, easy (Focus, page 132; Successful, page 150)

- 5.2
- Bond/Mortgage protection insurance:✓ Life insurance to settle the home loan if something unexpected should happen to the buyer./ Covers repayments if the bondholder is unable to pay the bond instalments as a result of death, retrenchment or disability.✓
 - Homeowner's (comprehensive) insurance:✓ Cover any losses should the home structure suffer damage as a result of a natural disaster/ storm/flood/an accident/a burst geyser/political unrest/fire.✓ (2 x 2)

(4)

Remembering, easy (Focus, page 127-128; Successful, page 145)

- 5.3 5.3.1 • Sectional title✓

(1)

Remembering, easy (Focus, page 122; Successful, page 140)

- 5.3.2 • A tax✓ collected by the Receiver of Revenue on behalf of the government.✓ The tax is paid every time a property changes hands.✓ It is based on the value of the property.✓

(Any 3)

OR

- It is a government tax✓ on the property to transfer it to the buyer's name✓ and is based on the value of the property.✓

(3)

Remembering, easy (Focus, page 128; Successful, page 146)

- 5.3.3
- The apartment is bought from a developer.✓
 - It doesn't get transferred from one owner to the next/the property is not changing hands✓ as there is no previous owner.✓ (Any 2) (2)

Understanding, easy (Focus, page 128; Successful, page 146)

- 5.3.4
- To pay for the security,✓ which include salaries of the guards✓ and electric fencing.✓
 - To maintain the communal facilities✓ such as the (rooftop splash) pool,✓ gym,✓ braai facilities✓ and common entertainment area.✓ (Any 4) (4)

Remembering, easy (Focus, page 140; Successful, page 122)

- 5.3.5
- It is cheaper to buy from a new development as no transfer duty is payable.✓ This saves money/ensures a larger profit when it is sold.✓
 - As it is a brand new apartment, no/very little maintenance✓ will have to be done in the first few years. This saves money/ensures a larger profit when it is sold.✓
 - As it is near the university, it will be easy for the owner to find tenants/ students to rent the apartment.✓
 - Once the bond is paid off, the owner/landlord can earn a good, steady income if the apartments are rented out.✓
 - The value of the apartment will increase over time✓ and thus have a greater value. ✓
 - The owner will be able to sell the apartment for a profit✓ over the long-term/after a few years.
 - The apartment can form part of the owner's estate after his/her death,✓ so they will benefit from the investment/benefit from the increased value of the property✓/can inherit the property✓. (Any 8) (8)

Applying, difficult (Focus, page 122; Successful, page 141)

- 5.4 5.4.1
- Read the warranty.✓
 - Follow the manufacturer's instructions.✓
 - Do not complain if the instructions were not followed.✓
 - Fill in the registration card and return to the manufacturer.✓
 - Keep/read the warranty/keep receipts in a safe place.✓
 - Record serial numbers in the instruction book.✓
 - Use all of the features of the microwave oven several times during the warranty period to make sure that it continues to operate as it should.✓ (Any 3) (3)

Understanding, easy (Focus, page 150; Successful, page 165)

- 5.4.2
- Although the convection microwave oven is expensive✓, it is cheaper than buying a microwave oven and an oven/the young working adult gets two appliances in one.✓
 - The convection microwave oven saves space✓as the young working adult doesn't need a separate space for the convection oven as the kitchen is very small.✓
 - The diverse/different cooking modes help to cook food quicker✓ and this saves time.*✓
 - The diverse/different cooking modes help to achieve a better texture/appearance✓ than using a standard microwave oven.
 - The diverse/different cooking modes will enable the young working adult to experiment✓ with different dishes as it is possible to make/produce a variety of dishes✓ such as cooking, baking and making yoghurt.✓
 - The diverse/different cooking modes/different power levels are convenient✓ help to reduce energy usage/saves electricity costs.✓
 - The enamel cavity/interior/steam clean makes it easy to clean,✓ this saves time considering he/she is working long hours.*✓
 - The oven is easy to operate✓thus no problems wasting time getting to know how to operate/work the oven. ✓
 - The Smart Sensor technology makes it easy to cook✓ food to perfection. The Smart Sensor technology saves time*✓ as the young adult doesn't have to set the cooking time and power.
- (Any 5) (5 x 2) (10)

Evaluating, difficult (Focus, page 141; Successful, page 159-160)

NOTE: The positives in the scenario overshadow the negatives thus only a positive response in the memo.

Saving time can only be awarded a mark once.*

[40]

QUESTION 6: ENTREPRENEURSHIP

- 6.1
- Cost-based pricing✓
 - Demand-based pricing✓
 - Competitive pricing✓
 - Market skimming pricing✓
 - Premium pricing✓
 - Value-for-money pricing✓
 - Undercut pricing✓
- (Any 3) (3)

Remembering, easy (Focus, page 32; Successful, page 31)

- 6.2
- To create awareness/attract customers.✓
 - Create interest in the product/service.✓
 - Create a desire for the product/service/persuade/convince consumers to buy the product/promote the use the service.✓
 - Expand the market to new customers.✓
 - Announce modification/expansion of the product/service/business.✓
 - Provide information about the product/service/business.✓
 - Maintain/improve sales.✓
- (Any 3) (3)

Remembering, easy (Focus, page 31; Successful page 30)

- 6.3
- To ensure there are enough raw materials available✓ to produce the required products for a given time.✓
 - To minimize the cost of storing the completed products✓ because more products have been made than required/prevent over stocking of raw materials.✓
 - The correct quality of raw materials is purchased for the product✓ and thus reduces wastage.✓
 - To prevent stock exceeding the sell by date in storage✓and become of a poorer quality for the buyer✓ prevent loss of income for the producer.✓
 - To avoid cash flow problems as a result of money invested in unused/excess stock✓ thus running out of cash flow for other pressing needs.✓
- (Any 3)
(3 x 2) (6)

Remembering, moderate (Focus, page 19; Successful, page 23)

- 6.4 6.4.1 • Quantity/weight/kg of the meat✓
 • Ingredients/spices/marinade/additives used✓
 • Date stamps/manufacturing/use-by/best before date✓
 • Heating/storage instructions✓
 • Serving suggestions✓
 • Nutritional information✓
 • Name/Trade name/Farm Inn and address of the business✓
 • Contact details/email address✓ (Any 4) (4)

Remembering, easy (Focus, page 29, 97; Successful, page 29, 117)

- 6.4.2 • He sells a variety of raw meats and char-grilled meats.✓
 • Customers can order char-grilled meat and collect it to take away.✓
 • The restaurant/butcher is the first of its kind in his community./There is no other butchery/restaurant in a shopping mall that sells char-grilled meat to take away/allow sit-in meals.✓
 • He produces meat on his farms✓ and does not need to pay prices demanded by other meat producers✓.
 • His restaurant caters for sit-in char-grilled meat meals.✓
 • The product/meat/restaurant/service is of good/high quality.✓
 He employs skilled personnel✓ consumers can be assured of good service.✓
 • It offers consumers the convenience of not having to char-grill meat themselves at home.✓ (Any 4) (4)

Applying, moderate (Focus, page 13; Successful, page 11)

- 6.4.3 • Hygiene of the workers will prevent food contamination✓ through micro-organisms✓that could result in food-borne diseases.✓
 • It will ensure that the meat/food served/sold is safe✓and healthy for the customers/consumer.✓ he is known/has the reputation for selling good quality meat✓ (Any 2) (2)

Understanding, moderate (Focus, page 18; Successful, page 22)

- 6.4.4 (a) **Routine/preventative** maintenance will prevent the machinery from breaking down,✓ does not result in break-down in production✓ loss of earnings prevented.✓
- (b) **Corrective maintenance** production will stop/lower income/profit✓as machinery is only fixed if it breaks down.✓
A stop in production will lead to lower stock levels/char-grilled meat and this will cause a lower income/profit.✓ (Any 2) (4)

Applying, moderate (Focus, page 25; Successful, page 25)

6.4.5 $R6.00 + R8.00 + R12.00 = R26.00✓$
 $R26.00 \times 10✓ = R260.00✓$
 $R260.00 \times 80\%✓ = R208.00✓$
 $R260.00 + R208.00 = R468.00✓$

OR

$(R6.00 \times 10) + (R8.00 \times 10) + (R12.00 \times 10)$
 $= R60.00✓ + R80.00✓ + R120.00✓$
 $= R260.00$
 $R260.00 \times 80\%✓ = R208.00✓$
 $R260.00 + R208.00 = R468.00✓$ (6)

Applying, moderate (Focus, page 37-38; Successful, page 39-40)

NOTE: NO mark must be given for the selling price of R468.00 if there is not an R.

- 6.5.6
- He has business skills✓has a business management degree✓he employs skilled personnel –waiters/chef/butcher✓
 - The meat/product/service meets the needs of the target market✓ as it can be bought raw/char-grilled, eaten in the Farm Inn restaurant/ordered for collection and take-away.✓
 - His business/product has a competitive edge✓as it is the only butchery that sells char-grilled meat which can be ordered and collected for take away.✓
 - The customers are prepared to pay the prices✓because of the good quality of meat✓and the convenience of not having to char-grill meat themselves.✓
 - The location of the business is suitable✓as the Farm Inn restaurant is in an upmarket shopping mall/the butchery is in the local town.✓
 - He had enough capital/start-up money✓as he inherited an existing small cattle farm.✓ (Any 4 x 2)

Analysing, difficult (Focus, page 7–8; Successful, page 10–12)

(8)

[40]

TOTAL: 200