Crump’s Crumpets produces and sells crumpets across the UK. It is a popular business, especially with young children and teenagers. The crumpets are considered a luxury product due to the quality ingredients that are used to make them, and generally sell for a price higher than that of its competitors and supermarket own brand crumpets.

Recently a new product, Shearing’s Deluxe, have entered the market. They are also quality crumpets but sell at a lower price than that of Crump’s. Shearing’s Deluxe have started to attract the customers that would normally buy Crump’s Crumpets.

Advise Crump’s business on the best way to promote his product to fend off the competition from Shearing’s business. (9 marks)

Option 1: ................................................................................

Highlight part of the text that supports this option.

Explain why you have highlighted this text.

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What are the advantages to Crump’s Crumpets of using this method?

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What should Crump’s Crumpets be wary of when using this method?

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Option 2: ................................................................................

Highlight part of the text that supports this option.

Explain why you have highlighted this text.

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What are the advantages to Crump’s Crumpets of using this method?

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What should Crump’s Crumpets be wary of when using this method?

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**Use a different colour highlighter for the next task.**

Advise Crump’s business on the best way to price his product to boost sales of his product and fend off competition from Shearing’s business. (9 marks)

Option 1: ................................................................................

Highlight part of the text that supports this option.

Explain why you have highlighted this text.

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What are the advantages to Crump’s Crumpets of using this method?

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Option 2: ................................................................................

Highlight part of the text that supports this option.

Explain why you have highlighted this text.

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What are the advantages to Crump’s Crumpets of using this method?

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What should Crump’s Crumpets be wary of when using this method?

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Extension: Complete a full 9 mark question.