Unit 1 Starting a Business

1. State and Explain **ONE** feature of a Sole Trader (2 marks)

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1. Jenny is wondering whether to take up the Franchise opportunity.

Explain ONE advantage and ONE disadvantage of Jenny operating her business as a Franchise (4 marks)

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1. Jenny is unsure where the best place would be to locate her café. She is considering

two locations:

 the village where she lives

 the shopping centre in the town near to where she goes to school.

Advise Jenny which is likely to be the best option. Give reasons for your advice.

**Step 1** – Highlight 1 piece of evidence in the case study that suggests Jenny should locate the café in the village where she lives.

**Step 2** – Highlight 1 piece of evidence in the case study that suggests Jenny should set up in the town centre near where she goes to school.

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