Promotional Products Ltd Promotional Products Ltd (PP Ltd ) sells items such as key rings, pens, computer mouse mats and memory sticks in large quantities. These items are sold to other UK companies, who give them away as freebies to promote their own businesses. All of PP Ltd ’s business comes from internet orders.

PP Ltd buys the items in bulk from suppliers based in China. The company uses Chinese suppliers because they are much cheaper than UK businesses. Once PP Ltd has an order, it prints the customer’s name, logo or slogan onto the items to personalise them.

PP Ltd has seen a huge rise in the sales of computer memory sticks. However, its customers are buying far fewer computer mouse mats. PP Ltd ’s managers believe that mouse mats have entered the decline phase of their product life cycle.

Overall, the demand for PP Ltd ’s products has increased over the past five years. PP Ltd ’s managers believe that the time is right to open a new factory. The managers would like the business to be based in one location, where the manufacture of the freebie items, the printing on these items and the office work would all take place. The Chinese government is very keen to get UK businesses like PP Ltd to move to China. PP Ltd ’s managers have been offered rent free offices close to the suppliers.

What 9 mark questions do you think might arise from this case study?