**1** Which of the following would be classified as an internal stakeholder of a private limited company?

1. Central government
2. Directors
3. Partners
4. Pressure groups **[1]**

**20** Which of the following is a benefit to a business of introducing an ethical trading policy?

1. A decrease in market share
2. An improved reputation
3. Cheaper prices
4. Compliance with the Equality Act **[1]**

**Business scenario:** *Convenience Corner*

Kirsten Halliburn is a sole trader. She owns *Convenience Corner*, an independent general store located in the centre of a large housing estate. Kirsten has owned the store for over 20 years.

Even though space is severely limited, Kirsten manages to stock a small selection of vegetarian, international and organic foods to cater for local demand. *Convenience Corner* opens at 6 am, seven days a week. The store usually remains open for a minimum of 16 hours each day. Kirsten believes that meeting customer needs is the key to business success. Kirsten, therefore, likes to keep the store’s closing times flexible. While there is a steady flow of customers, the store remains open. The store frequently remains open throughout bank holiday periods.

*Convenience Corner* currently employs six sales assistants, all under the age of 25. Each member of staff is paid £2 per hour over the national minimum wage for their age. Kirsten has a good working relationship with her staff. At weekends, and other busy periods, Kirsten expects the sales assistants to work additional hours as necessary, at very short notice, often through the night. In the past, the sales assistants have sometimes worked 60 hours a week, without complaint.

In March 2014, a national supermarket chain was granted permission to build a new supermarket close to *Convenience Corner*. The supermarket opened in July 2015. Its opening hours are 8am to 8pm Monday to Sunday.

Kirsten is concerned about the sales performance of *Convenience Corner*. She wonders how much impact the increased competition from the supermarket has had on *Convenience Corner*, and how much impact it may continue to have in the future. She worries that her objective to increase sales at *Convenience Corner* by 3% year on year may no longer be achievable.

**27** Explain **one** benefit to Kirsten of having good working relationships with the sales assistants.

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**28** Evaluate possible impacts on *Convenience Corner* if Kirsten fails to comply with the Working Time Directive.

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**(c)** State **one** external stakeholder group who would be interested in

the cash flow forecast of *Convenience Corner*. Explain **one** reason for the interest of your chosen stakeholder group.

External stakeholder group \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Explanation \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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