Tyrrells is a UK manufacturer of hand-cooked crisps (chips) which are made from potatoes and other root vegetables. The owner of the business, Will Chase, was originally a potato farmer, who sold his crop to supermarkets. The price of potatoes started to fall and he decided to add value to his potatoes by making them into packaged snacks in 2002.

He invested in capital equipment and employed more staff to make the product, and his decision led to an increase in revenue and growth of the business, which is now worth over $28.4m.

1. Identify the method of growth used by Tyrrells. (1)

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1. Explain two advantages of Tyrrells expanding into manufacturing industry. (4)

Advantages 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
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Advantage 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
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1. Explain two reasons why production costs may have fallen after the expansion. (4)

Reason 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
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Reason 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
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