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IGCSE Business Studies 4.1

Production of goods and ...

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Studies

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1/30/19 8:09 AM. 5 d A sole

trader might find it hard to
compete with a larger firm

because: • Sole traders do not
have as much access to funds as
large firms do because banks will

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not lend money to them as easily. So, they will find it harder to invest in the latest technology or

Activity 1 - Cambridge University Press

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Cambridge IGCSE Business Studies (0450)

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1.1 Understanding Business

Activity IGCSE Business studies

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Anforme

Anforme

3.4.2 The nature and impact of legal controls related to marketing. Legal controls on marketing. Here are a few examples. Misleading promotion – Falsely advertise a product. Weights & measures – Businesses can't sell underweight goods (e.g. chocolate bar

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containing less chocolate than advertised) Sale of goods – Businesses can ' t sell products that are faulty or doesn ' t work like it ...

IGCSE Business Studies 3.4

Marketing strategy - Thames

Notes

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Exam Board: Cambridge Assessment International Education
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