

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
AS Level
H031/01
BUSINESS

The local business environment
Resource Booklet

THURSDAY 19 MAY 2016: Afternoon
TIME ALLOWED: 1 hour 30 minutes
plus your additional time allowance
MODIFIED ENLARGED 24pt

READ INSTRUCTIONS OVERLEAF

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INSTRUCTIONS

This Resource Booklet is required for SECTION B only.

You should refer to it when answering the examination questions, which are printed in a separate booklet.

The business described in this Resource Booklet is a REAL business.

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WILD FANGS

EXTRACT A – Graduate turns passion for animals into an original business idea

Like many recent graduates Faik Aktulga has struggled to get a paid job after university. In 2014, still living at home, the 22-year-old decided to set up his own business based on his one passion – animals.

Faik's new business venture, Wild Fangs, provides educational and interactive workshops about the natural world using exotic animals. He takes his animals to schools, residential care homes for the elderly and to children's parties in the London area.

Wild Fangs' animal collection includes lizards, stick insects, a scorpion, a tarantula, a baby ferret and a giant millipede. Zebedee, a two-metre-long snake, is the star attraction. Most of the animals are rescue pets from people who could no longer manage to house them for various reasons.

Living with his parents has given Faik the space, security and freedom to take risks that have helped him start his new enterprise. The upstairs floor of his parents' home in North London accommodates his exotic animals. "For now I can put all my money towards the business as I don't have to pay rent to my parents," he said. "I do pay the electricity bills because all the animals use a lot with the heat lamps and special environments they need. I've already turned their house into a zoo, so it's the least I can do."

Faik is grateful to the University of Brighton for inspiring him to set up his own business. He says that the most useful part of his degree course was the module on Innovation, Creativity and Entrepreneurship. He is especially grateful for the University's entrepreneurship network. It provided him with a

business mentor while he was setting up Wild Fangs, even after he had left the university.

EXTRACT B – Typical customer feedback found on Wild Fangs' website

Educational visit

“We appreciated the time you took to deliver a quality exhibition, including early arrival to ensure plenty of time to set up. You were informative and approachable and the way in which you taught the children about the creatures was impressive. We thank you for your time and expertise.”

Care home visit

“The visit from Wild Fangs with their lovely animals went really well. I really liked how Faik interacted with the residents and took so much time with individuals to explain about the animals. He was very sensitive and I would fully recommend him to any care home in the future.”

Children's party

“Dila absolutely loved it and I can't believe how interested the kids were with the animals. The experience was great and at a reasonable price. Thank you for making a great day for my little girl!”

EXTRACT C – Wild Fangs’ pricing

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EXTRACT D – Wild Fangs’ promotional activity

Wild Fangs’ main promotional tool appears to be its website. The website shows the range of services the business offers. It includes lots of high quality photographs of the animals, details on how to contact the business and recent customer feedback.

In addition, Wild Fangs uses social media, especially for below-the-line advertising. The website includes links to Wild Fangs’ Facebook and Twitter pages. Anyone interested can sign up to follow the business or receive email updates of its blogs.

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EXTRACT E – Results of the Social Media Examiner research on the most effective social media platform for marketers

Business to business (B2B)		Business to customer (B2C)	
LinkedIn	33%	Facebook	68%
Facebook	31%	Twitter	10%
Twitter	16%	Bloggng	6%
Bloggng	11%	LinkedIn	6%
Google+	3%	Other	6%
YouTube	3%	Google+	2%
Other	3%	YouTube	2%



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