



Syrah Shaikh is a very successful businesswoman. She is the Managing Director of *Shaikh Shoes Ltd*, a company specialising in the production and retailing of high quality fashion footwear. Syrah began as a sole trader, with just one shoe shop, but her business has gradually expanded to become a highly recognised brand with strong customer loyalty.

A 'Shaikh' shoe is seen as a highly desirable designer label, representing high quality footwear at an above average price.

Syrah is now planning for the company's next few years and is considering whether a change of direction is needed. Shoes are produced in a factory on the outskirts of London and are currently sold in department stores and in ten specialist shops owned by *Shaikh Shoes Ltd*. These specialist shops are located in London and South-East England.

Syrah's company has been approached by Asco, a leading supermarket, and asked to produce a range of shoes suitable for its customers at a much cheaper price than her own 'Shaikh' designer label shoes.



If Syrah takes advantage of this approach from Asco, it will require a large increase in the size of her company.

### Your role

You work as a business adviser and have been appointed to give advice to Syrah.

### Your task

Use the data in the case study booklet and your knowledge of business studies to write a report for Syrah.

Your report should:

- describe the possible reasons why Syrah is considering whether the company might need a change of direction;
- explain why Syrah may reject the approach from Asco;
- discuss which data will be most useful to Syrah in making her decision;
- make a recommendation as to whether Syrah should accept the approach from Asco. Use the data to justify your decision.

Your report will be assessed on your ability to:

- select, organise, interpret and use information to analyse the business problem; (20 marks)
- apply your knowledge and understanding of appropriate terms, concepts, theories and methods to address the problem; (16 marks)
- evaluate evidence, make reasoned judgements, and present accurate and appropriate conclusions; (20 marks)
- demonstrate appropriate quality of written communication. (3 marks)

**(Total: 59 marks)**

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Turn over ►









