

Pearson Edexcel International Advanced Level

Extra Assessment Material

Paper Reference **WBS11/01**

Business

International Advanced Subsidiary/Advanced Level
Unit 1: Marketing and people

Source Booklet

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Sources for use with Section A

Extract A

Nissan

Nissan Motor Company was established in 1933 in Japan. It manufactures vehicles in 20 countries around the world and sells its products and services in more than 160 countries. Globally, *Nissan* sold a total of 5.4m vehicles in 2015 and 5.8m vehicles in 2016.

Nissan's aim is to design and develop cars that appeal to the needs of its customers. Today its Infiniti brand is well known and respected for its advanced product innovation and powerful performance in the car market.

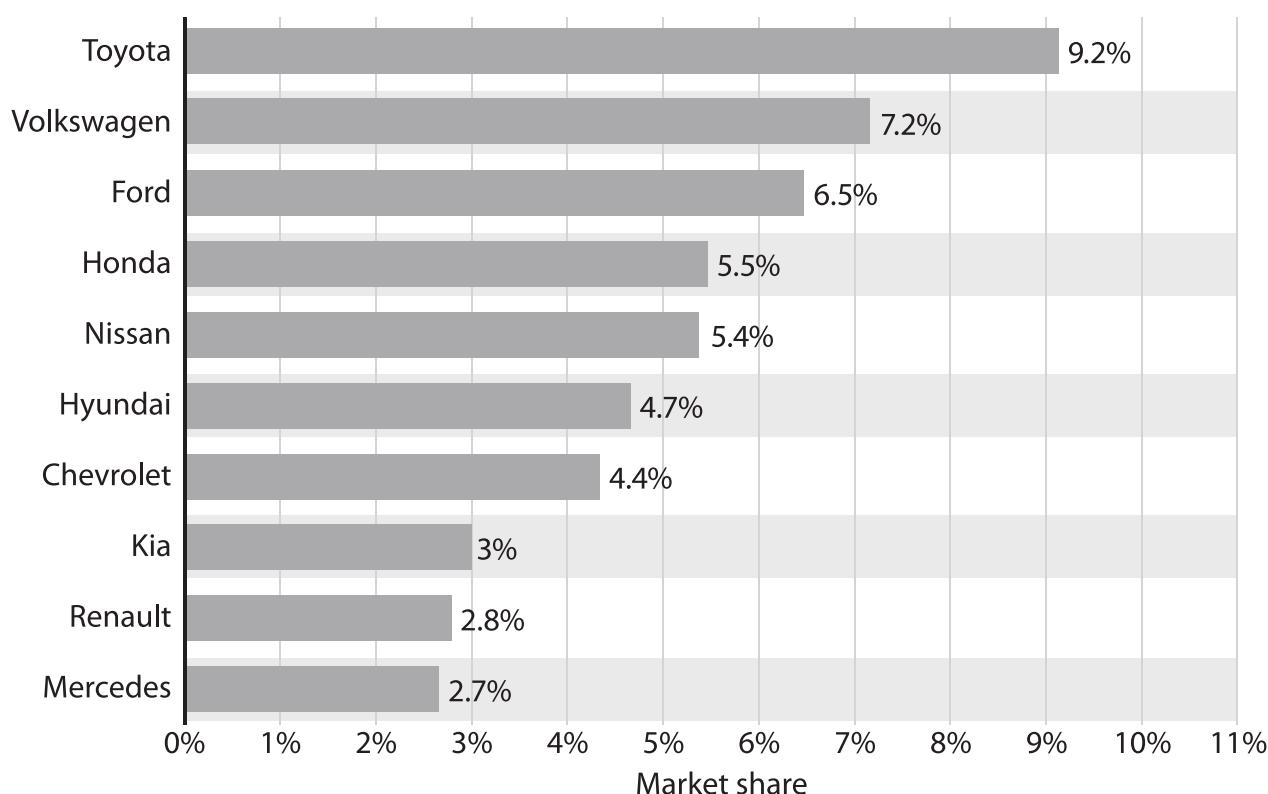
In 2016 *Nissan* announced a six-year environmental plan named the Green Programme. It aims to minimise waste in the design process, develop fuel efficient cars, reduce the emissions from cars that pollute the air, and use material in the production of cars that can be recycled.

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Extract B

Global car market share in 2017, by brand



Extract C

Nissan suspends all car production in Japan for two weeks

In 2017 *Nissan* suspended car production in all its factories in Japan after reports that the final inspections of the cars had been carried out by employees who were not trained to conduct these quality checks.

This forced *Nissan* to recall all 1.2 million new cars sold in Japan over the previous three years and reinspect them to check for faults. The issue related only to factories in Japan and for cars sold in the Japanese market.

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Sources for use with Section B

Extract D

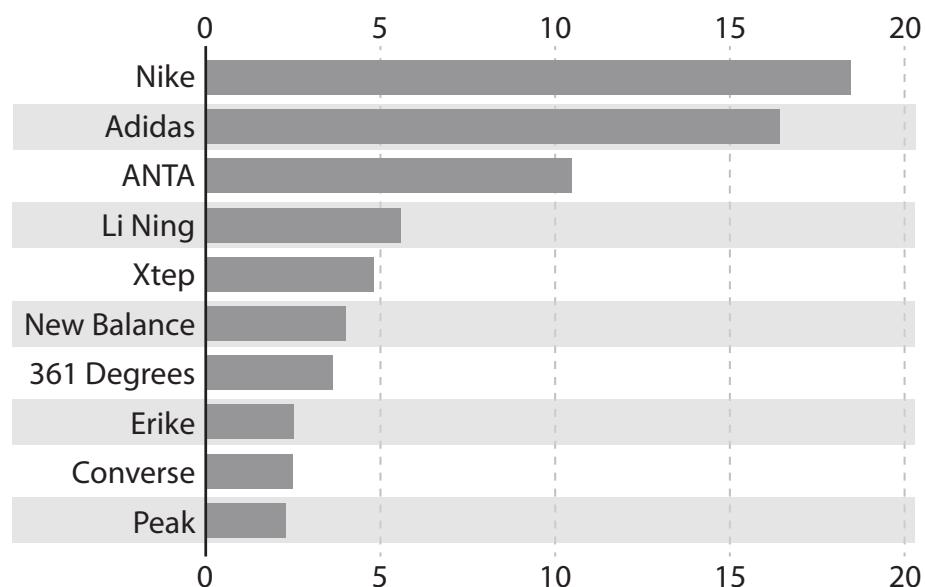
Sportswear brands in China

Sportswear is becoming more popular in China. Many people are wearing sportswear every day and some even wear it to work. The trends towards a healthier lifestyle, growing incomes and the rise in internet sales make China an attractive market for those businesses selling sportswear. 5

Global sportswear businesses *Nike* and *Adidas* have a large market share. As this is a competitive market, smaller brands are spending more on advertising and promotions to strengthen their own brands in China.

Extract E

Market share of sportswear brands in China, 2016 (%)



Extract F

ANTA Limited

ANTA Limited, established in 1994, is a Chinese business that designs and manufactures sportswear. In 2017 *ANTA* had a total of 9,467 stores in China and its revenue increased by 25% from the previous year.

ANTA aims to differentiate its products from competitors. It has a sports laboratory in China, where science and technology is used to develop innovative and high-performance sports shoes and clothing. The A-Fresh range of clothing releases a fragrance when worn to provide a pleasant smell when exercising. The A-Reno running shoes light up in the dark to provide safety for running at night. 5

ANTA sponsors the Chinese Olympic team and will provide the Chinese athletes with sportswear for the Winter Olympic Games in Beijing, China in 2022. *ANTA* also sponsors American basketball and boxing shown on television in China. In 2016 *ANTA* signed a sponsorship agreement with the famous boxer, Manny Pacquiao. 10

Sources for use with Section C

Extract G

Yum! Brands: About us

Yum! Brands is based in the US and we are one of the world's largest restaurant businesses with almost 44,000 restaurants in 130 countries. We have three restaurant brands; KFC, Pizza Hut and Taco Bell, which sell chicken, pizza and Mexican-style food.

We open, on average, six new restaurants per day worldwide. Our goal is to continue to build the three brands by opening more restaurants, developing new products and generating high profits for our investors. 5

We are extremely proud of all the people who work in the restaurants. We believe in our people, trust in their positive attitudes and encourage ideas from everyone.

Yum! Brands is a place where we believe all workers can contribute to our growth and make a difference. 10

Extract H

Leadership at Yum! Brands

Australian-born Greg Creed joined *Yum! Brands* in 1994 after a long career at *Unilever*. He spends most of his time travelling around the world meeting *Yum! Brands* employees in the 130 countries where it operates.

Creed uses the visits to teach classes on leadership and to encourage senior managers to make big and courageous decisions. He believes that senior managers should be innovative and be allowed to trial their ideas in the restaurants even if it ends in failure. He believes empowering workers is important to the growth of *Yum! Brands* and managers should be given the freedom to make decisions. 5

In an interview Creed said "We believe in our people and they need to feel they can make their own decisions and try new ideas. They must feel that they can make changes and we will support them. We have 44,000 restaurants, so even if their ideas do not succeed in one restaurant it is not going to impact on the whole business." 10