

Pearson Edexcel International Advanced Level

Time 2 hours

Paper
reference

WBS12/01

Business

International Advanced Subsidiary

UNIT 2: Managing business activities

Source Booklet

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Sources for use with Section A

Extract A

Bee Hive Candles

US-based business, *Bee Hive Candles (BHC)* produces candles made from 100% pure beeswax. All candles are handmade using beeswax from US bees. Jennifer Wesolowski started the business in 2000, using personal savings. She decided to change from making candles as a hobby to setting it up as a business.

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A wide range of candles are offered but by using 100% beeswax, all candles are environmentally friendly. Unlike typical paraffin candles, they are biodegradable and produce no harmful toxins. They burn for longer, meaning better value for money.

Although still a small business, *BHC* is growing. This is due to increasing consumer awareness of environmental issues and positive feedback on social media platforms. Jennifer remains dedicated to making quality candles and offering outstanding customer service. Newsletters are emailed to existing customers to advise of new products and offers.

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BHC charges \$9.95 to send its candles to customers all over the US but at the moment does not accept orders from outside the US. Prices of the candles range from \$6.95 to over \$100 for a large pack of candles. The best-selling product is the pillar candle, priced at \$17.95. It is popular because of its relatively low price and burns for approximately 50 hours.

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Extract B

Candle sales in the US – some figures

- The US has the largest share of customers buying candles in the world.
- In the US 35% of all candles are sold online and this is increasing.
- Beeswax candles account for only 2% of all candle sales in the US market; this figure is increasing.
- Paraffin candles are currently the most popular type of candle, with nearly 40% of the market. This is followed by soy wax, palm wax and beeswax.

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Extract C

***CoLearn* leading the way**

CoLearn is an e-learning platform based in Jakarta, Indonesia. In exchange for a fee, this online platform helps students across Indonesia with their mathematics homework and exam preparation. *CoLearn* offers a video library containing over 250,000 solutions to mathematics problems and online lessons, taught by teachers of the highest quality. 5

Market research shows that many students in Indonesia have phones with limited storage space. As students can access the videos through a WhatsApp account without having to download a separate app, *CoLearn* has an advantage over competitors because it is more accessible to these students.

CoLearn attracted 3.5 million students in 2021. They asked on average 5 million questions each month. A market research survey of students who used the e-learning platform showed that 80% had improved their grades following its use. 10

Although mathematics is its specialism, *CoLearn* has plans to expand to offer lessons and videos for other subjects. 67% of Indonesian students use their phones in class and 81% use them to do homework. The widespread availability of mobile devices and internet access has helped *CoLearn's* expansion plans and its ability to secure funding from several venture capitalists. 15

Source for use with Section C

Extract D

Anzüge von Nicolaus (AvN)

AvN is a German-based clothing manufacturer with over eight years of experience in the industry. Located in Leipzig, AvN offers the highest standard of office suits for men.

An experienced team of machinists cut, sew and trim the trousers and jackets, to supply some of the most famous names in the German clothing retail sector. AvN is a private limited company.

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Selected information from the 2021 statement of financial position (balance sheet) for AvN is shown in the table below.

	Euros (€ 000)
Inventory	740
Trade receivables	960
Cash	424
Total current assets	2 124
Total current liabilities	2 064

Acknowledgements

Extract A adapted from: <https://www.beehivecandles.com>

Extract C adapted from: <https://medium.com/gsv-ventures/colearn-a-weapon-of-mass-instruction-210a4e9ac0a0>

