



Rewarding Learning

ADVANCED SUBSIDIARY (AS)
General Certificate of Education
2018

Centre Number

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Candidate Number

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Professional Business Services

Assessment Unit AS 1

assessing

Introduction to Professional Business Services



SPB11

[SPB11]

WEDNESDAY 23 MAY, AFTERNOON

TIME

1 hour 30 minutes.

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.

Write your answers in the spaces provided in this question paper.

Answer **all six** questions.

INFORMATION FOR CANDIDATES

The total mark for this paper is 80.

Quality of written communication will be assessed in Questions **3**, **4(b)**, **5** and **6**.

Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question.

ADVICE TO CANDIDATES

You are advised to take account of the marks for each question in allocating the available examination time.

If you do not have sufficient space to complete your answers, you may use the additional pages at the back of the paper.

For Examiner's use only	
Question Number	Marks
1	
2	
3	
4	
5	
6	

Total Marks	
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6 As a professional business services consultant, you have been employed by Specsavers to provide advice to the Board of Directors.

Read the case study below and carry out a SWOT analysis for Specsavers, making **three** justified recommendations for the way forward.

The quality of written communication is assessed in this question.

Specsavers open third new store, creating 22 jobs

Twenty-two jobs have been created as opticians Specsavers today open their third new store in Northern Ireland in as many months.

Seven jobs will come with the opening of the outlet in Downpatrick, while another seven staff are on the payroll in the Cookstown store launched just before Christmas. Eight staff were also recruited for Specsavers' store in Banbridge. Specsavers now have a presence in most towns throughout the province.

The opening of three new Specsavers stores has increased the number of the company's opticians and audiology locations in Northern Ireland to twenty-one.

An estimated £250,000 has been invested in each store to provide state-of-the-art eyecare and hearing centres with soundproof rooms. However Specsavers doesn't provide laser eye surgery.

The investment in Downpatrick has been made by Specsavers directors Lynsey Caldwell and Paula Cunningham, who have run the successful Connswater store in East Belfast for sixteen years. Brian O'Kane, Specsavers' Northern Ireland Chairman, said the demand for their services is continually increasing.

"We are constantly investing to upgrade our current stores and open new ones in areas which are not already well served by our businesses," he said.

"The store investments are all being made at a local level by store directors to provide essential health services for local people. Specsavers wish to be a market leader and have invested a great deal in staff training both in product knowledge and sales techniques. Specsavers have acquired a reputation for providing 'eye-catching' displays in their shop windows to entice customers.

"We are committed to providing top quality and value for money cutting edge eyecare and audiology services for clients across Northern Ireland and are delighted to have created twenty-two new jobs since October."

Last year Specsavers directors also invested £600,000 to relocate to a new store in Victoria Square, Belfast, trebling the capacity of the business.

Examiner Only	
Marks	Remark

THIS IS THE END OF THE QUESTION PAPER

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