

Business essay tips

Quality	
Knowledge	
Understanding	
Application	
Chains of reasoning	
Well-developed	
Logical	
Coherent	
Connections between causes/consequences	
Comparison/judgement	
Quantitative information supporting judgement	
Balanced comparisons	
Conclusion	

Essay action plan:

1. Read the extract
2. Think in which part of the textbook this extract might be related to. This is required to include the theory (**Kn** marks) into your answer. How much should you write – use the marks as guide.
3. By relating the theory to the extract, you are showing *understanding*. This can be shown by explicitly writing this relation into your answer (**App** marks).
4. When writing you have to make sure that there is a *chain of reasoning* (**An** marks). This chain has to be
 - a. Well-developed
 - b. Logical
 - c. Coherent
5. Another important feature is to be able to make *meaningful connections* between causes and consequences.
6. Develop well-thought *comparisons* and *judgements* based on the previous points. Use as much as you can *quantitative information* supporting judgement. Always use balanced comparisons (**Ev** marks).
7. Conclusion

About Us – The story of Bunches

Bunches, a family business founded in 1989, was originally a small flower stall in Mansfield, Nottinghamshire. The owner discovered that you could put flowers into boxes and despatch them nationwide to customers, using the Royal Mail to deliver. Bunches changed to a 'flowers by post' company in 1990. Orders were taken over the Post Office counter and then telephoned through to the Bunches office. In 1992 Bunches expanded to all Post Offices nationwide.

By 2001 Bunches had outgrown its factory and moved into purpose-built premises with modern sales, production and despatch facilities. Recently, they have just completed a £1 million extension, doubling the size of production floor space and adding new offices.

Bunches have now delivered over 5.5 million bouquets throughout the UK and has an extensive online presence.

Question:

As a basis for further expansion, Bunches could increase distribution either through the Post Office or through online sales.

Evaluate these two options and recommend which option would be the most profitable for Bunches.

Answer:

Unit 12 (Distribution), and eventually Unit 13 (Marketing), and Unit 17 (Motivation theory).

Distribution refers to the delivery of goods from the producer to the consumer. (Kn: 1)

Benefit of online sales (use elements of Table 3 page 66).

- Reach new market --> increase sales increase profit (**An: 1**)

Downside of online sales (start with "however ...")

- Higher sales --> requires to hire additional staff to manage orders --> costs will increase --> since profit = revenue – costs, if costs increase faster, profit may not increase (**An: 3**)

Text suggests that new premises were built --> using Post Office would leave premises unused --> company would not be at *full capacity* (**An: 2** and **App: 1**)

Benefit of distribution through Post Office

- Access to customers nationwide --> company will be able to supply customers nationwide --> sales increase --> profit increase (**An: 1**)

Downside of distribution through Post Office

- Involves an intermediary --> additional cost --> depends on service of Post Office (loss of control) (**An: 2**)

Bunches is already present online according to extract --> online distribution can be associated with online marketing (would not be possible with Post Office as intermediary) --> with online distribution other services could be linked (e.g., after sale services) --> additional services encourage future sales (**App: 2** and **An: 1**)

Online sales:

- (+) Shop 24/7 --> comfort for customer
- (-) Website has to be maintained --> costly, but Bunches is already doing this (**Kn: 1**)

Bunches:

- Has resources (as indicated in extract), since they modernized facilities
- New task may motivate workers --> job enrichment (**Ev: 1**)

Your recommendation: choose online sales

- Because of strong online presence
- Access to world market (**Ev: 1**)

Answer is composed of four distinct paragraphs:

1. Benefit and downside of online distribution
2. Benefit and downside of Post office
3. A first attempt to evaluate
4. Final evaluation