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| **1 (c)**  Explain **one** way in which VeggieLands Ltd benefits from operating as an ethical business. **[4marks]** |

**Possible answers:**

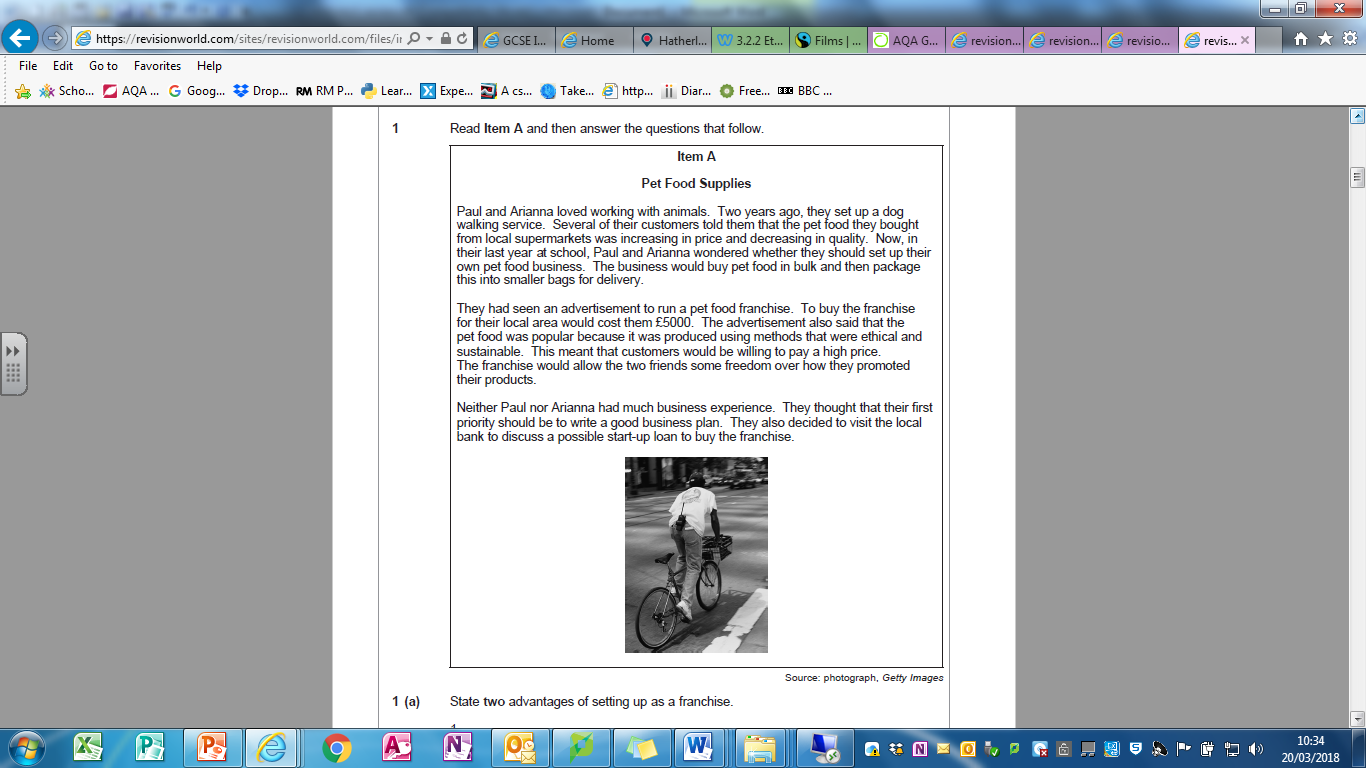
• attracts customers impressed by this approach

• personal satisfaction in creating ethical business

• marketing ploy – reassures public

• helps establish brand

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| **Level** | **Descriptor** | | **Marks** | | **Assessment Objective** |
| 3 | Explains benefit of ethical business in context. | | 4–3 | | AO2 |
| 2 | | Explains benefit of ethical business without context | | 2 | |
| 1 | Identifies possible benefit(s) of ethical business | | 1 | | AO1 |
| 0 | | No valid response. | | 0 | |



**1 (c)** Explain how Paul and Arianna’s business would benefit from selling pet food that has

been produced using methods that are ‘ethical and sustainable’. (6 Marks)

***1 (c)*** *Explain how Paul and Arianna’s business would benefit from selling pet food that has been produced using methods that are ‘ethical and sustainable’.*

(6 m

Ethical products are produced with reference to moral standards. Sustainable products are environmentally friendly.

**Possible answers could include the following:**

• more sales: customers will value these aims/be more popular

• can establish a market niche: other business may not do this so will establish loyal customer base

• higher price: customers will be prepared to pay more

• employees – any future workers would want to work for a firm with such goods so it will be easier to recruit.

