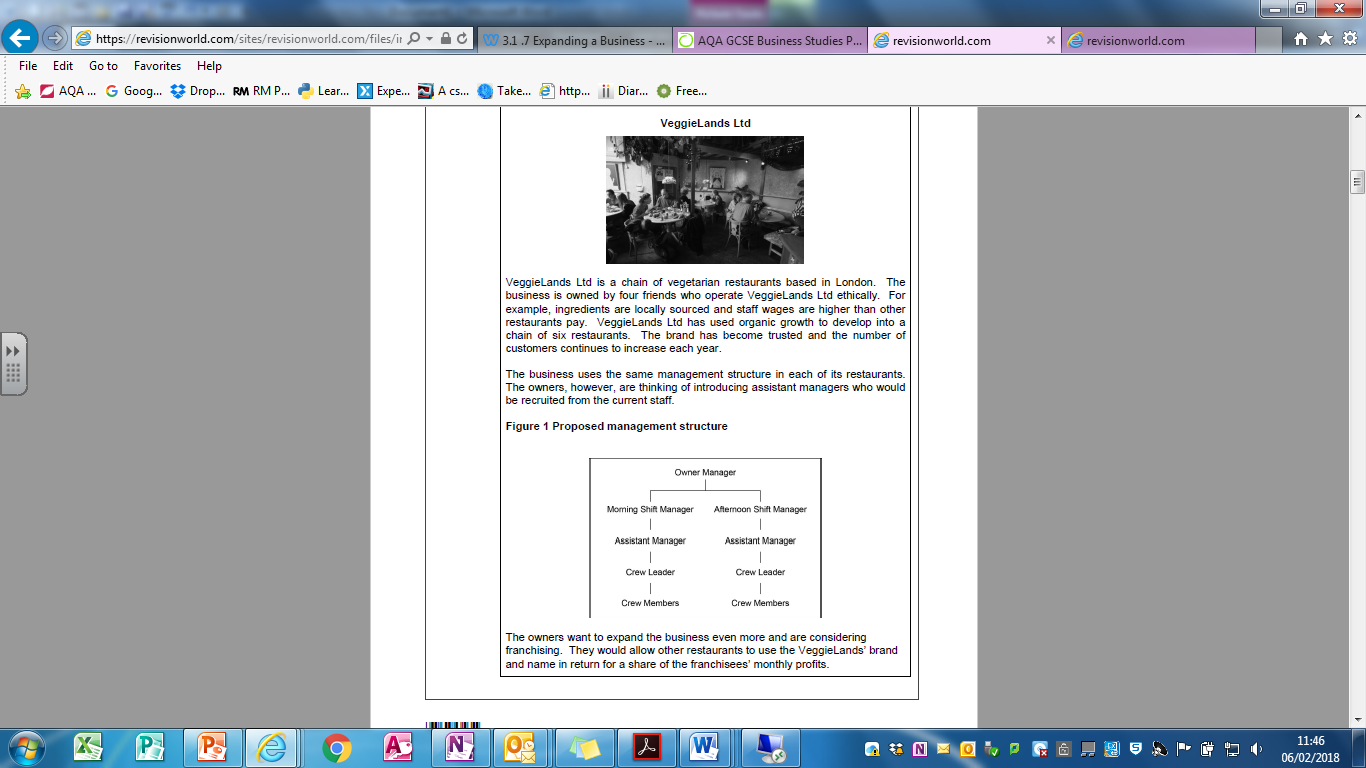
Expanding a Business



|  |  |  |
| --- | --- | --- |
| **1** | **(d)** | The owners of VeggieLands Ltd want to expand the business. They are considering two ways of doing this:  • continuing to open up new restaurants themselves  • franchising the VeggieLands’ brand and name.  Which of these two methods of expansion do you believe would be better for VeggieLands Ltd? Support your answer by referring to **Item A**.  **[9 marks]** |