Expanding a Business



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| **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]**  |