

2 (a) Explain **one** advantage and **one** disadvantage of PF selling its products in a mass market.

Advantage:

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Explanation:

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Disadvantage:

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Explanation:

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(b) Consider the following **three** factors that may influence the location of PF's new factory. Which factor is likely to be the most important when deciding on the location? Justify your answer.

- Availability of raw materials
- Transport links
- Government influence

Availability of raw materials:

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Transport links:

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Government influence:

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Conclusion:

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