

3 (a) Explain **one** advantage and **one** disadvantage of CR holding inventory.

Advantage:

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Explanation:

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Disadvantage:

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Explanation:

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[8]

(b) Consider the advantages and disadvantages of the following **three** ways CR could use to sell its products. Which way should Charly choose? Justify your answer.

- Selling through CR's own shop
- Selling online
- Selling to a wholesaler

Selling through CR's own shop:

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Selling online:

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Selling to a wholesaler:

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Recommendation:

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[12]