

4 (a) Explain **two** reasons why BB might want to sell its products in new markets in other countries.

Reason 1: .....

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Explanation: .....

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Reason 2: .....

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Explanation: .....

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[8]

(b) Using Appendix 3 and other information, consider BB's financial performance compared to its main competitor. Do you think BB's financial performance is better than its competitor? Justify your answer using appropriate calculations.

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Conclusion: .....

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