2 Max is an entrepreneur who wants to start up a business selling books. He has decided to use ecommerce. Max has been told there is government support for start-up businesses. He will use market research to help make business decisions. Max knows it is important for a new business to build customer loyalty.

(a) Define 'entrepreneur'.

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..... [2]

(b) Identify **two** reasons why governments support start-up businesses.

Reason 1: .....

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Reason 2: .....

..... [2]

(c) Outline **two** opportunities for Max's business of using ecommerce.

Opportunity 1: .....

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Opportunity 2: .....

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..... [4]

(d) Explain **two** ways Max could use market research to help make business decisions.

Way 1: .....

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Explanation: .....

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Way 2: .....

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Explanation: .....

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..... [6]

(e) Explain **two** ways a business could build customer loyalty. Which is likely to be the best way for a new business to use? Justify your answer.

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