

1 (a) Explain **four** ways a business plan could help Kathryn.

Way 1:
.....
.....

Way 2:
.....
.....

Way 3:
.....
.....

Way 4:
.....
.....

[8]

(b) Consider the following **two** methods Kathryn could use to communicate with her suppliers. Which method should Kathryn use if an order is needed quickly? Justify your answer.

- Telephone calls
- Emails

Telephone calls:
.....
.....
.....
.....
.....
.....
.....
.....
.....

Emails:
.....
.....
.....
.....
.....
.....
.....
.....
.....

Recommendation:
.....
.....
.....
.....
.....
.....
.....
.....
.....

[12]