

2 (a) Explain **two** benefits and **two** limitations of a business operating in a niche market.

Benefit 1: .....  
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Benefit 2: .....  
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Limitation 1: .....  
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Limitation 2: .....  
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(b) Using Appendix 2 and other information, consider the following **three** elements of the possible marketing mix for FF’s new shop. Which element is likely to be the most important? Justify your answer.

- Price – cost-plus pricing
- Place – selling some flowers through wedding planners
- Promotion – television advertising

Price – cost-plus pricing: .....  
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Place – selling some flowers through wedding planners: .....  
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Promotion – television advertising: .....  
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Conclusion: .....  
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