***QUESTION***

*Coed Deri Shopping Centre is on the outskirts of a town. It is situated at the edge of an industrial estate which has offices and workshops. Close by is a leisure centre and within half a mile is a traditional local shopping area.*

*Discuss the possible effects that Coed Deri Shopping Centre might have had on the nearby traditional local shopping area. (8)*

***(June 14 Q7e)***

Due to the free and ample parking that Shopping Centres often provide, customers are likely to find Coed Deri Shopping Centre more convenient to use. This compares unfavourably to traditional local shopping areas, where parking is often limited.

The Coed Deri Shopping Centre has clearly attracted some big brand names such as Costa and JJB. There is also more space on the outskirts of town, therefore, businesses can stock more goods, thus offering increased choice to customers. This could lead to the closure of some local businesses who are unable to compete.

However, the local shopping area is only half a mile away, therefore, a large Shopping Centre like Coed Deri, may attract more customers to the area, who may then wish to explore the local shopping area, thus benefiting local businesses.

Larger businesses have the power to buy in bulk and some may pass these savings on to customers, thus making it easier for businesses situated in the Coed Deri Shopping Centre to offer cheaper prices to customers. Local shopping areas, however, tend to have a larger array of smaller businesses.

These are often unique and offer a personal service, which some customers prefer. Private landlords may also offer lower rents in the traditional local area, which could lower costs and attract more businesses to the area. Businesses may then choose to pass these savings onto customers in the form of lower prices.

WAGOLL (What a Good One Looks Like)……

This answer is one-sided and does not consider any positive effects on the local shopping area. The answer is also very short and does not include sufficient detail to reach the higher band marks.

It would have a negative impact on the traditional local shopping area. All the businesses would close because they would be unable to compete with the Coed Deri Shopping Centre. Customers would prefer to park for free at the Coed Deri Shopping Centre and enjoy the variety of well-known stores situated there. There is also a bus top outside the Shopping Centre, whereby customers and workers who do not have a car would be able to access the Shopping Centre.

NOTES

**AO3 Analysis & Evaluation**

Analysis - Explain the impact on a business and its stakeholders (so what? why?)

Evaluation – Make a judgement

**AO2 Application**

Using your knowledge of a topic and applying it to a certain scenario

**AO1 Knowledge & Understanding**

What you know about a given business concept or issue

WABOLL (What a Bad One Looks Like)…..

Answering8 / 10 Mark Questions