	product. E.g. servicing and maintenance
Customer loyalty	The business's customers make repeat purchases because they prefer this business to other options available in the market
Consumer protection laws	Passed by the government to stop businesses treating their customers unfairly.
Labelling of products law	**Labelling of Food Regulations 1970 –** packaged food must contain the ingredients listed on the label **Weights & Measures Act 1986 –** weights and measures must be stated on the packet and contents must be correct. Also sets limits for serving restricted products e.g. alcohol **Unfair Trading Regulations 2008** – replaced Trades Descriptions Act, makes it illegal to give consumers incorrect information on packaging. Outlaws aggressive door to door selling
Sales of products law	**Consumer Credit Act 1974 –** stops businesses charging very high interest rates when customers buy products on credit e.g. a car, also allows customers a one week cooling off period when they can change their mind about the loan and pull out with no penalty **Sale of Goods Act 1979 –** make sure that products sold should work as expected and be undamaged, that goods should be as described and of the expected quality
Use of consumer information law	**Computer Misuse Act 1990** **Data Protection Act 1998 –** prevents the sale of consumer personal details without their permission
Safety of products law	**Food and Drugs Act 1984 –** lists things that can and cannot be added to food **Consumer Protection Act 1987 –** prevents the sale of dangerous product and makes the business liable for any injury or illness caused from using their product **Food Safety Act 1990 –** illegal to sell food that is unsafe and may cause illness. Covers farmers, restaurants and shops

AO3 – Analysis and Evaluation

For this assessment objective the examiner wants to see that you can discuss the relevant benefits and drawbacks of a point of business theory or a course of action.

You are also being assessed on your ability to make a judgement and to create an argument that supports your judgement.

The quality of your written answers is also taken into consideration here.

Questions that assess AO3 will always be **9 marks** and will begin with ***"Discuss" "Evaluate" "Justify"***

These questions will always ask you to choose between two options for the business in the case study. Once you have made your choice, you must build your argument to support this choice.

Follow the 9 mark structure below for maximum potential in these longer questions:

1) Make a choice based on the information in the case study of what you think the best option will be for this business – state this clearly in your opening sentence
2) Give your best reason why you think this is the best course of action for this business and explain why using benefits and drawbacks that are relevant to this business
3) Give a second reason why you think this is the best choice for this business and explain why
4) Give a reason why the other option (the one you did not choose) is NOT suitable for this business and explain why
5) Conclude by restating your original choice, your main reason why you think this is the right choice for this business and your key explanation point