	product. E.g. servicing and maintenance	
Customer loyalty	The business's customers make repeat purchases becau	ıse
	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 me	ust
	contain the ingredients listed on the label	
	Weights & Measures Act 1986 – weights and measures	i
	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 d <mark>oor selling</mark>	
Sales of products law	Consumer Credit Act 1974 – stops businesses charging	
	very high interest rates when customers buy products o	
	credit e.g <mark>. a car, also allows customers a one wee</mark> k cool	ing
	off period when they can change their mind about the	
	loan and pull out with no penalty	
	Sale of Goods Act 1979 – make Cure that products sold	
	should work as expected be undamaged, that good	S
Use of consumer informatio	should be selected and of the expected quality	
law	Data Protection Act 1998 – prevents the sale of consum	or
idw	person details without their permission	iei
Safety of products law	and Drugs Act 1984 – lists things that can and	
Salety of products law	cannot be added to food	
	Consumer Protection Act 1987 – prevents the sale of	
	dangerous product and makes the business liable for an	ıv
	injury or illness caused from using their product	'
	Food Safety Act 1990 – illegal to sell food that is unsafe	ا ب
	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 in retain business and explain why using benefits and drawbacks that are recent to this business
- 3) Give a second reason why you think this is the text of sice for this business and explain why
- 4) Give a reason why the other cotion (the one you did not choose) is NOT suitable for this business and (volain why
- 5) Conclude ly restating your origin P hoice, your main reason why you think this is meright choice for this buttless and your key explanation point