



## Cambridge IGCSE™ (9–1)

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**BUSINESS STUDIES**

**0986/22**

Paper 2 Case Study

**May/June 2021**

MARK SCHEME

Maximum Mark: 80

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**Published**

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

Cambridge International will not enter into discussions about these mark schemes.

Cambridge International is publishing the mark schemes for the May/June 2021 series for most Cambridge IGCSE™, Cambridge International A and AS Level components and some Cambridge O Level components.

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This document consists of **17** printed pages.

**Generic Marking Principles**

These general marking principles must be applied by all examiners when marking candidate answers. They should be applied alongside the specific content of the mark scheme or generic level descriptors for a question. Each question paper and mark scheme will also comply with these marking principles.

**GENERIC MARKING PRINCIPLE 1:**

Marks must be awarded in line with:

- the specific content of the mark scheme or the generic level descriptors for the question
- the specific skills defined in the mark scheme or in the generic level descriptors for the question
- the standard of response required by a candidate as exemplified by the standardisation scripts.

**GENERIC MARKING PRINCIPLE 2:**

Marks awarded are always **whole marks** (not half marks, or other fractions).

**GENERIC MARKING PRINCIPLE 3:**

Marks must be awarded **positively**:

- marks are awarded for correct/valid answers, as defined in the mark scheme. However, credit is given for valid answers which go beyond the scope of the syllabus and mark scheme, referring to your Team Leader as appropriate
- marks are awarded when candidates clearly demonstrate what they know and can do
- marks are not deducted for errors
- marks are not deducted for omissions
- answers should only be judged on the quality of spelling, punctuation and grammar when these features are specifically assessed by the question as indicated by the mark scheme. The meaning, however, should be unambiguous.

**GENERIC MARKING PRINCIPLE 4:**

Rules must be applied consistently, e.g. in situations where candidates have not followed instructions or in the application of generic level descriptors.

**GENERIC MARKING PRINCIPLE 5:**

Marks should be awarded using the full range of marks defined in the mark scheme for the question (however; the use of the full mark range may be limited according to the quality of the candidate responses seen).

**GENERIC MARKING PRINCIPLE 6:**

Marks awarded are based solely on the requirements as defined in the mark scheme. Marks should not be awarded with grade thresholds or grade descriptors in mind.

**Social Science-Specific Marking Principles  
(for point-based marking)****1 Components using point-based marking:**

- Point marking is often used to reward knowledge, understanding and application of skills. We give credit where the candidate's answer shows relevant knowledge, understanding and application of skills in answering the question. We do not give credit where the answer shows confusion.

From this it follows that we:

- a DO credit answers which are worded differently from the mark scheme if they clearly convey the same meaning (unless the mark scheme requires a specific term)
- b DO credit alternative answers/examples which are not written in the mark scheme if they are correct
- c DO credit answers where candidates give more than one correct answer in one prompt/numbered/scaffolded space where extended writing is required rather than list-type answers. For example, questions that require  $n$  reasons (e.g. State two reasons ...).
- d DO NOT credit answers simply for using a 'key term' unless that is all that is required. (Check for evidence it is understood and not used wrongly.)
- e DO NOT credit answers which are obviously self-contradicting or trying to cover all possibilities
- f DO NOT give further credit for what is effectively repetition of a correct point already credited unless the language itself is being tested. This applies equally to 'mirror statements' (i.e. polluted/not polluted).
- g DO NOT require spellings to be correct, unless this is part of the test. However spellings of syllabus terms must allow for clear and unambiguous separation from other syllabus terms with which they may be confused (e.g. Corrasion/Corrosion)

**2 Presentation of mark scheme:**

- Slashes (/) or the word 'or' separate alternative ways of making the same point.
- Semi colons (;) bullet points (•) or figures in brackets (1) separate different points.
- Content in the answer column in brackets is for examiner information/context to clarify the marking but is not required to earn the mark (except Accounting syllabuses where they indicate negative numbers).

**3 Calculation questions:**

- The mark scheme will show the steps in the most likely correct method(s), the mark for each step, the correct answer(s) and the mark for each answer
- If working/explanation is considered essential for full credit, this will be indicated in the question paper and in the mark scheme. In all other instances, the correct answer to a calculation should be given full credit, even if no supporting working is shown.
- Where the candidate uses a valid method which is not covered by the mark scheme, award equivalent marks for reaching equivalent stages.
- Where an answer makes use of a candidate's own incorrect figure from previous working, the 'own figure rule' applies: full marks will be given if a correct and complete method is used. Further guidance will be included in the mark scheme where necessary and any exceptions to this general principle will be noted.

**4 Annotation:**

- For point marking, ticks can be used to indicate correct answers and crosses can be used to indicate wrong answers. There is no direct relationship between ticks and marks. Ticks have no defined meaning for levels of response marking.
- For levels of response marking, the level awarded should be annotated on the script.
- Other annotations will be used by examiners as agreed during standardisation, and the meaning will be understood by all examiners who marked that paper.

Question	Answer	Marks
1(a)	<p><b>Explain <u>two</u> advantages and <u>two</u> disadvantages of setting up a business as a private limited company.</b></p> <p>Award 1 mark for each relevant advantage/disadvantage (maximum of two advantages / two disadvantages).</p> <p>Award a maximum of one additional mark for <b>each</b> explanation of the advantage/disadvantage of setting up a private limited company.</p> <p>Relevant answers might include:</p> <p>Advantages</p> <ul style="list-style-type: none"> <li>• Raise capital from the sale of shares – may raise more capital than if a sole trader / partnership</li> <li>• Limited liability – will not lose personal possessions if business fails</li> <li>• Separate legal identity – company can be sued instead of the owners</li> <li>• Continuity</li> <li>• Cannot be taken over without the consent of the shareholders</li> </ul> <p>Disadvantages</p> <ul style="list-style-type: none"> <li>• Cannot sell shares to the public / cannot be sold on the stock exchange – as can only be sold to family and friends so restricts the capital that can be raised from share issue</li> <li>• Legal formalities setting up the company – have to complete paperwork to register the company which takes time and money</li> <li>• Accounts / financial statements are available for the public to see</li> <li>• Not easy to transfer shares – as must have the approval of the other shareholders</li> <li>• Financial statements need to be audited each year – increase in annual expenses</li> </ul> <p>For example: Capital can be raised from the sale of shares (1) and this may provide more finance than if just owners' savings are used if a sole trader. (1)</p>	8

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1(b)	<p><b>Consider the following <u>three</u> factors that affect the location of TT's shop. Which of the locations in Appendix 1 should Tandeep choose? Justify your answer.</b></p> <ul style="list-style-type: none"> <li>• <b>Customers in the area</b></li> <li>• <b>Rent</b></li> <li>• <b>Types of shops nearby</b></li> </ul> <table border="1" data-bbox="331 521 1300 1955"> <thead> <tr> <th data-bbox="331 521 443 586">Level</th> <th data-bbox="443 521 1166 586">Description</th> <th data-bbox="1166 521 1300 586">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="331 586 443 1032">3</td> <td data-bbox="443 586 1166 1032"> <p>Sound application of knowledge and understanding of relevant business concepts using appropriate terminology.</p> <p>Detailed discussion of <b>two</b> or more factors.</p> <p>Well-justified conclusion.</p> <p>Candidates discussing the three factors in detail, in context and with a well-justified conclusion including why the alternative factors were rejected should be rewarded with the top marks in the band.</p> </td> <td data-bbox="1166 586 1300 1032"><b>9–12</b></td> </tr> <tr> <td data-bbox="331 1032 443 1478">2</td> <td data-bbox="443 1032 1166 1478"> <p>Sound application of knowledge and understanding of relevant business concepts using appropriate terminology.</p> <p>Detailed discussion of at least <b>one</b> factor.</p> <p>Judgement with some justification / some evaluation of choices made.</p> <p>Candidates discussing two or more factors in detail and applying it to the case should be rewarded with the top marks in the band.</p> </td> <td data-bbox="1166 1032 1300 1478"><b>5–8</b></td> </tr> <tr> <td data-bbox="331 1478 443 1890">1</td> <td data-bbox="443 1478 1166 1890"> <p>Limited application of knowledge and understanding of relevant business concepts.</p> <p>Limited ability to discuss the factors with little/no explanation.</p> <p>Simple judgement with limited justification / limited evaluation of choices made.</p> <p>Candidates outlining the three factors in context should be rewarded with the top marks in the band.</p> </td> <td data-bbox="1166 1478 1300 1890"><b>1–4</b></td> </tr> <tr> <td data-bbox="331 1890 443 1955">0</td> <td data-bbox="443 1890 1166 1955">No creditable response.</td> <td data-bbox="1166 1890 1300 1955"><b>0</b></td> </tr> </tbody> </table>	Level	Description	Marks	3	<p>Sound application of knowledge and understanding of relevant business concepts using appropriate terminology.</p> <p>Detailed discussion of <b>two</b> or more factors.</p> <p>Well-justified conclusion.</p> <p>Candidates discussing the three factors in detail, in context and with a well-justified conclusion including why the alternative factors were rejected should be rewarded with the top marks in the band.</p>	<b>9–12</b>	2	<p>Sound application of knowledge and understanding of relevant business concepts using appropriate terminology.</p> <p>Detailed discussion of at least <b>one</b> factor.</p> <p>Judgement with some justification / some evaluation of choices made.</p> <p>Candidates discussing two or more factors in detail and applying it to the case should be rewarded with the top marks in the band.</p>	<b>5–8</b>	1	<p>Limited application of knowledge and understanding of relevant business concepts.</p> <p>Limited ability to discuss the factors with little/no explanation.</p> <p>Simple judgement with limited justification / limited evaluation of choices made.</p> <p>Candidates outlining the three factors in context should be rewarded with the top marks in the band.</p>	<b>1–4</b>	0	No creditable response.	<b>0</b>	12
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2(a)	<p><b>Explain <u>one</u> likely advantage and <u>one</u> likely disadvantage for Tandeep if he decides to import the pushchairs (strollers) he sells.</b></p> <p>Award 1 mark for each relevant advantage/disadvantage (max of 2).</p> <p>Award a maximum of 3 additional marks for each explanation of the advantage/disadvantage for Tandeep if he decides to import the pushchairs he sells – <b>one of which must be applied to this context.</b></p> <p>Relevant advantages might include:</p> <ul style="list-style-type: none"> <li>• Have a wider range of pushchairs in the shop / better quality – meet the needs of more customers – sell more pushchairs – higher revenue</li> <li>• Fill a gap in the market for foreign branded products – satisfy those customer needs – higher-income customers may prefer these brands</li> <li>• May be purchased at lower cost price – lower selling price in the shop – increase demand/sales</li> <li>• These pushchairs may not be manufactured locally</li> </ul> <p>Relevant disadvantages might include:</p> <ul style="list-style-type: none"> <li>• May have to pay higher prices if tariffs are imposed – raises the cost of inventory for TT – may lead to higher prices in the shop</li> <li>• May have quotas that limit the quantity imported – restricts the supply/availability of products in the shop – may lead to higher prices as a result of the shortages</li> <li>• Increased costs of finding foreign suppliers – have to contact many suppliers in other countries to order inventory – takes Tandeep time to do this when he could be doing other tasks</li> <li>• Increased delivery time – as the inventory has further to travel than if produced in country Z – may delay goods ordered by customers</li> <li>• Imported pushchairs may not meet the same standards as locally produced pushchairs – may lead to pushchairs breaking – leading to a poor reputation for TT – lose customers to competitors</li> <li>• Possibly more damaged goods – higher costs as have to replace damaged goods – reduces profit</li> <li>• Risk of exchange rate fluctuations affecting cost price of inventories – lower exchange rate will lead to higher import costs</li> </ul> <p>For example: This may mean Tandeep will have a wider range of pushchairs in the shop (1) and this may appeal to high income customers who are their target market (app) meaning Tandeep will have higher sales (1). Meeting these customer needs should ensure the business makes a profit and is successful in the future (1).</p> <p><b>Application</b> might include: toys, nursery, toy shop, toy manufacturer, shop manager, 5 sales assistants, administration tasks; higher income groups, babies, accessories. <i>'Pushchairs (strollers)'</i> is included in the question and therefore cannot be rewarded as application.</p>	8



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2(b)	<p><b>Refer to Appendix 2 and other information. Consider the advantages and disadvantages of TT purchasing toy cars either from a wholesaler or manufacturer. Which channel of distribution should TT choose? Justify your answer.</b></p> <table border="1" data-bbox="331 416 1299 1951"> <thead> <tr> <th data-bbox="331 416 443 481">Level</th> <th data-bbox="443 416 1166 481">Description</th> <th data-bbox="1166 416 1299 481">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="331 481 443 958">3</td> <td data-bbox="443 481 1166 958"> <p>Sound application of knowledge and understanding of relevant business concepts using appropriate terminology.</p> <p>Detailed discussion of <b>both</b> channels of distribution.</p> <p>Well-justified recommendation.</p> <p>Candidates discussing both channels of distribution in detail, in context and with a well-justified recommendation including why the alternative channel was rejected should be rewarded with the top marks in the band.</p> </td> <td data-bbox="1166 481 1299 958"><b>9–12</b></td> </tr> <tr> <td data-bbox="331 958 443 1435">2</td> <td data-bbox="443 958 1166 1435"> <p>Sound application of knowledge and understanding of relevant business concepts using appropriate terminology.</p> <p>Detailed discussion of at least <b>one</b> channel of distribution.</p> <p>Judgement with some justification / some evaluation of choices made.</p> <p>Candidates discussing of at least one channel of distribution in detail and applying it to the case should be rewarded with the top marks in the band.</p> </td> <td data-bbox="1166 958 1299 1435"><b>5–8</b></td> </tr> <tr> <td data-bbox="331 1435 443 1890">1</td> <td data-bbox="443 1435 1166 1890"> <p>Limited application of knowledge and understanding of relevant business concepts.</p> <p>Limited ability to discuss channels of distribution with little/no explanation.</p> <p>Simple judgement with limited justification / limited evaluation of choices made.</p> <p>Candidates outlining both channels of distribution in context should be rewarded with the top marks in the band.</p> </td> <td data-bbox="1166 1435 1299 1890"><b>1–4</b></td> </tr> <tr> <td data-bbox="331 1890 443 1951">0</td> <td data-bbox="443 1890 1166 1951">No creditable response.</td> <td data-bbox="1166 1890 1299 1951"><b>0</b></td> </tr> </tbody> </table>	Level	Description	Marks	3	<p>Sound application of knowledge and understanding of relevant business concepts using appropriate terminology.</p> <p>Detailed discussion of <b>both</b> channels of distribution.</p> <p>Well-justified recommendation.</p> <p>Candidates discussing both channels of distribution in detail, in context and with a well-justified recommendation including why the alternative channel was rejected should be rewarded with the top marks in the band.</p>	<b>9–12</b>	2	<p>Sound application of knowledge and understanding of relevant business concepts using appropriate terminology.</p> <p>Detailed discussion of at least <b>one</b> channel of distribution.</p> <p>Judgement with some justification / some evaluation of choices made.</p> <p>Candidates discussing of at least one channel of distribution in detail and applying it to the case should be rewarded with the top marks in the band.</p>	<b>5–8</b>	1	<p>Limited application of knowledge and understanding of relevant business concepts.</p> <p>Limited ability to discuss channels of distribution with little/no explanation.</p> <p>Simple judgement with limited justification / limited evaluation of choices made.</p> <p>Candidates outlining both channels of distribution in context should be rewarded with the top marks in the band.</p>	<b>1–4</b>	0	No creditable response.	<b>0</b>	12
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3(a)	<p><b>Explain <u>two</u> reasons why the cash-flow forecast in Appendix 3 is important to TT.</b></p> <p>Award 1 mark for each relevant reason (maximum 2).</p> <p>Award a maximum of 3 additional marks for <b>each</b> explanation of the reason why the cash-flow forecast is important to TT – <b>one of which must be applied to this context.</b></p> <p>Relevant reasons might include:</p> <ul style="list-style-type: none"> <li>• To see if there is a cash flow problem / liquidity problem – if so, he needs to organise an overdraft – the cash-flow forecast will help support Tandeep persuading the bank to give an overdraft / bank loan. (Other ways of solving a cash flow problem might be given, e.g. apply for trade credit)</li> <li>• To see if there is sufficient cash / working capital to pay day-to-day costs – so, TT can pay expenses – without the need for additional working capital</li> <li>• Whether the company is holding too much cash – perhaps there may be better uses of the cash – that may yield a greater return on the capital</li> <li>• May help with decisions/planning about when to purchase assets/equipment/inventory</li> <li>• Help to sell shares to new investors</li> <li>• Can be used to compare financial performance, against actual performance over time (e.g. sales)</li> <li>• Can be used to help apply for a bank loan</li> </ul> <p>For example: Tandeep may use the cash-flow forecast to take to the bank to support the application for an overdraft (1) as in the first month of trading he will need to borrow \$200 to keep trading (app). This will allow TT to make a successful start even though Tandeep does not have sufficient funds to start with (1) but TT will quickly be able to pay the overdraft back in the following month (1).</p> <p><b>Application</b> might include: toys, nursery, toy shop, toy manufacturer, shop manager, 5 sales assistants, administration tasks, information from Appendix 3 cash-flow forecast.</p>	8

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3(b)	<p><b>Consider how a job description, job specification and the shortlist of candidates will be helpful in the recruitment process for TT. Which is the most important stage to ensure Tandeeep recruits the best person to be a manager at TT? Justify your answer.</b></p> <table border="1" data-bbox="331 416 1299 1883"> <thead> <tr> <th data-bbox="331 416 443 481">Level</th> <th data-bbox="443 416 1166 481">Description</th> <th data-bbox="1166 416 1299 481">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="331 481 443 958">3</td> <td data-bbox="443 481 1166 958"> <p>Sound application of knowledge and understanding of relevant business concepts using appropriate terminology.</p> <p>Detailed discussion of <b>two</b> or more stages of the recruitment process.</p> <p>Well-justified conclusion.</p> <p>Candidates discussing all three stages in detail, in context and with a well-justified conclusion including why the other stages were less important should be rewarded with the top marks in the band.</p> </td> <td data-bbox="1166 481 1299 958"><b>9–12</b></td> </tr> <tr> <td data-bbox="331 958 443 1406">2</td> <td data-bbox="443 958 1166 1406"> <p>Sound application of knowledge and understanding of relevant business concepts using appropriate terminology.</p> <p>Detailed discussion of at least <b>one</b> stage.</p> <p>Judgement with some justification / some evaluation of choices made.</p> <p>Candidates discussing two or more stages in detail and applying it to the case should be rewarded with the top marks in the band.</p> </td> <td data-bbox="1166 958 1299 1406"><b>5–8</b></td> </tr> <tr> <td data-bbox="331 1406 443 1816">1</td> <td data-bbox="443 1406 1166 1816"> <p>Limited application of knowledge and understanding of relevant business concepts.</p> <p>Limited ability to discuss these stages with little/no explanation.</p> <p>Simple judgement with limited justification / limited evaluation of choices made.</p> <p>Candidates outlining all three stages in context should be rewarded with the top marks in the band.</p> </td> <td data-bbox="1166 1406 1299 1816"><b>1–4</b></td> </tr> <tr> <td data-bbox="331 1816 443 1883">0</td> <td data-bbox="443 1816 1166 1883">No creditable response.</td> <td data-bbox="1166 1816 1299 1883"><b>0</b></td> </tr> </tbody> </table>	Level	Description	Marks	3	<p>Sound application of knowledge and understanding of relevant business concepts using appropriate terminology.</p> <p>Detailed discussion of <b>two</b> or more stages of the recruitment process.</p> <p>Well-justified conclusion.</p> <p>Candidates discussing all three stages in detail, in context and with a well-justified conclusion including why the other stages were less important should be rewarded with the top marks in the band.</p>	<b>9–12</b>	2	<p>Sound application of knowledge and understanding of relevant business concepts using appropriate terminology.</p> <p>Detailed discussion of at least <b>one</b> stage.</p> <p>Judgement with some justification / some evaluation of choices made.</p> <p>Candidates discussing two or more stages in detail and applying it to the case should be rewarded with the top marks in the band.</p>	<b>5–8</b>	1	<p>Limited application of knowledge and understanding of relevant business concepts.</p> <p>Limited ability to discuss these stages with little/no explanation.</p> <p>Simple judgement with limited justification / limited evaluation of choices made.</p> <p>Candidates outlining all three stages in context should be rewarded with the top marks in the band.</p>	<b>1–4</b>	0	No creditable response.	<b>0</b>	<b>12</b>
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4(b)	<p><b>Consider how the following <u>three</u> legal controls will affect TT. Which legal control will have the greatest effect on TT? Justify your answer.</b></p> <ul style="list-style-type: none"> <li>• <b>No misleading promotion</b></li> <li>• <b>All goods must be safe for the consumer</b></li> <li>• <b>Restrictions on the type of packaging allowed</b></li> </ul> <table border="1" data-bbox="331 488 1300 1953"> <thead> <tr> <th data-bbox="331 488 443 553">Level</th> <th data-bbox="443 488 1166 553">Description</th> <th data-bbox="1166 488 1300 553">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="331 553 443 1032">3</td> <td data-bbox="443 553 1166 1032"> <p>Sound application of knowledge and understanding of relevant business concepts using appropriate terminology.</p> <p>Detailed discussion of <b>two</b> or more legal controls.</p> <p>Well-justified conclusion.</p> <p>Candidates discussing all three legal controls in detail, in context and with a well-justified conclusion including why the alternative legal controls were rejected should be rewarded with the top marks in the band.</p> </td> <td data-bbox="1166 553 1300 1032"><b>9–12</b></td> </tr> <tr> <td data-bbox="331 1032 443 1476">2</td> <td data-bbox="443 1032 1166 1476"> <p>Sound application of knowledge and understanding of relevant business concepts using appropriate terminology.</p> <p>Detailed discussion of at least <b>one</b> legal control.</p> <p>Judgement with some justification / some evaluation of choices made.</p> <p>Candidates discussing two or more legal controls in detail and applying them to the case should be rewarded with the top marks in the band.</p> </td> <td data-bbox="1166 1032 1300 1476"><b>5–8</b></td> </tr> <tr> <td data-bbox="331 1476 443 1890">1</td> <td data-bbox="443 1476 1166 1890"> <p>Limited application of knowledge and understanding of relevant business concepts.</p> <p>Limited ability to discuss legal controls with little/no explanation.</p> <p>Simple judgement with limited justification / limited evaluation of choices made.</p> <p>Candidates outlining all three legal controls in context should be rewarded with the top marks in the band.</p> </td> <td data-bbox="1166 1476 1300 1890"><b>1–4</b></td> </tr> <tr> <td data-bbox="331 1890 443 1953">0</td> <td data-bbox="443 1890 1166 1953">No creditable response.</td> <td data-bbox="1166 1890 1300 1953"><b>0</b></td> </tr> </tbody> </table>	Level	Description	Marks	3	<p>Sound application of knowledge and understanding of relevant business concepts using appropriate terminology.</p> <p>Detailed discussion of <b>two</b> or more legal controls.</p> <p>Well-justified conclusion.</p> <p>Candidates discussing all three legal controls in detail, in context and with a well-justified conclusion including why the alternative legal controls were rejected should be rewarded with the top marks in the band.</p>	<b>9–12</b>	2	<p>Sound application of knowledge and understanding of relevant business concepts using appropriate terminology.</p> <p>Detailed discussion of at least <b>one</b> legal control.</p> <p>Judgement with some justification / some evaluation of choices made.</p> <p>Candidates discussing two or more legal controls in detail and applying them to the case should be rewarded with the top marks in the band.</p>	<b>5–8</b>	1	<p>Limited application of knowledge and understanding of relevant business concepts.</p> <p>Limited ability to discuss legal controls with little/no explanation.</p> <p>Simple judgement with limited justification / limited evaluation of choices made.</p> <p>Candidates outlining all three legal controls in context should be rewarded with the top marks in the band.</p>	<b>1–4</b>	0	No creditable response.	<b>0</b>	12
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4(b)	Conclusion	<ul style="list-style-type: none"> <li>• As TT is a <b>toy shop</b> it will need to make sure its advertising of toys is not misleading because it may gain a bad reputation if claims about the toys it sells are not true, so this is the most important legal control for TT. It can easily make sure it does not advertise lower price sales when the prices have not been reduced. Packaging is likely to be provided by the toy manufacturer and so is unlikely to affect TT. As TT sells branded goods then these are all likely to have been tested and are <b>safe for children</b>.</li> <li>• <b>Toys</b> being safe will have the greatest effect on TT if this legal control is not followed as TT could be sued for damages and this will raise its costs and result in a bad reputation leading to lower sales at the <b>toy shop</b>.</li> <li>• Restrictions on the type of packaging will have the greatest effect on TT as the <b>toy manufacturer</b> may have to increase its prices to TT and therefore TT may need to raise its prices leading to lower demand and revenue.</li> </ul>	