**A fashionable idea?**

Alastair Holme registered his new business Scoot London in March 2017. He specialises in branded kids fashion, operating as the UK sales agency for Original Penguin, Mini Rodini and Worn By and selling their collections to leading stores such as House of Fraser and ASOS.com as well as key independent kids stores in the UK.

Alastair graduated from the London College of Fashion and spent time working in the industry in London as key account manager at Fred Perry. He moved into kids’ fashions after having two children of his own and spotting the opportunity to pursue his love of branded fashion in what seemed a buoyant kidswear market where **demand** was growing.

Although he travels up to London for meetings he feels his business doesn’t have to be based there and has just closed his showroom in the capital which greatly reduced his overheads.

His biggest mistake in his first 12 months was growing too quickly. He ended up taking on too many brands too quickly, making his workload unmanageable. He was having to spread himself very thinly and couldn’t give each brand the focus it deserved.

He was so stressed he even considered closing the business, so he decided to focus on just three brands so he could stay in control and divide his time equally between them.

As the business grows and he takes on staff, he hopes to be able to work with other brands. His cashflow is healthy and he is making a profit. He has a good accountant who has been very helpful and Alastair invested his own money in starting the business.

He’s about to take on his first part time employees, which is exciting but it’s also a big responsibility.

**Kidswear market – sales**

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| --- | --- |
|  **2017 (actual)**  |  **2020 (forecast)** |
|  **£796.0m** |  **£943.26m** |

|  |  |
| --- | --- |
| **Average sales price per garment** |  **£32.50** |
| **Buying in cost per garment** |  **£20.00** |
| **Annual fixed costs** |  **£33,000** |

Task

1. Explain what is meant by the term “demand.” (2 marks)

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1. Identify two reasons why Alastair chose to set up Scoot London. (4 marks)

Reason One \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Reason Two

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1. Calculate the rate of growth in sales of Kidswear between 2017 and 2020 (4 marks)

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1. In January 2019 Alastair has budgeted to sell 310 garments. Calculate his budgeted profit for the month. (4 marks)

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1. Explain **two** advantages to Alastair of relocating his business to Somerset. (6 marks)

Advantage One \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Advantage Two

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