**Business Expansion**

**2013 – Question 6**

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**2011 – Question 6**

Read the information supplied and answer the questions which follow.

*Kilronan Ltd produces a range of chilled food products. Made from natural ingredients, the firm’s award winning products have become household names. It is now one of the leading brands in Ireland and supplies all the major supermarket chains. Kilronan Ltd is considering either a ‘merger’ or a ‘takeover’ as a method of expansion within the Irish market. It is also considering how it will finance growth.*

(A) (i) Illustrate the difference between a *merger* and a *takeover* as methods of business expansion.

(ii) Discuss the benefits and risks of a merger as a method of expansion for Kilronan Ltd.

(25 marks)

**2010 – Question 6**

Read the information supplied below and answer the questions which follow.

*Marie Nolan is the owner of* ‘*Marie’s Pizzas*’ *a successful pizza restaurant with a*

*home- delivery service. Demand for take-aways has increased, as more people are eating at home due to the economic downturn. Marie is planning to expand her business through franchising and her accountant recommends that a business plan should be prepared before going ahead.*

**(A)** Evaluate franchising (benefits and risks) as a method of expansion for the Pizza business.

(20 marks)

**2009 – Question 2**

Evaluate franchising as a form of business ownership for a new enterprise.

(20 marks)

**2009 – Question 5**

**(A)** (i) Explain the term ‘business alliance’.

(ii) Illustrate the advantages of an alliance as a form of business expansion.

(20 marks)

**2006 – Question 6**

**(B)** In time, Paula and Thomas intend to expand the business into the EU market.

(i) Describe the implications for the business of expansion.

(ii) Explain **two** methods of expansion you would advise them to consider. (20 marks)

**2005 – Question 5**

**(C)** Describe three reasons for business expansion other than to increase profit. (20marks)

**2003 – Question 2**

*Business and community activities and structures must change and adapt to meet new challenges. The planned interaction between business, the local community, government agencies and society is the foundation on which the success of all sectors is based.*

**(A)** Contrast Business Alliances and Franchising as different types of business organisations.Use examples to illustrate your answer. (30 marks)