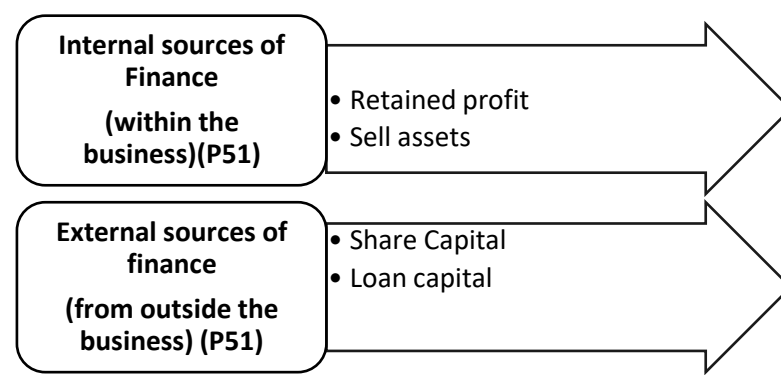
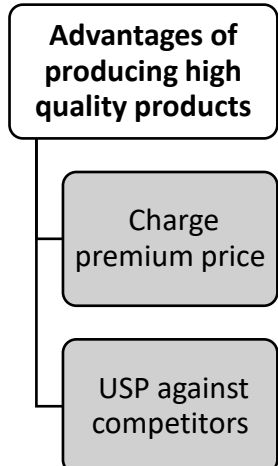
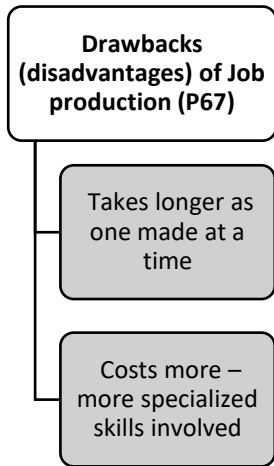
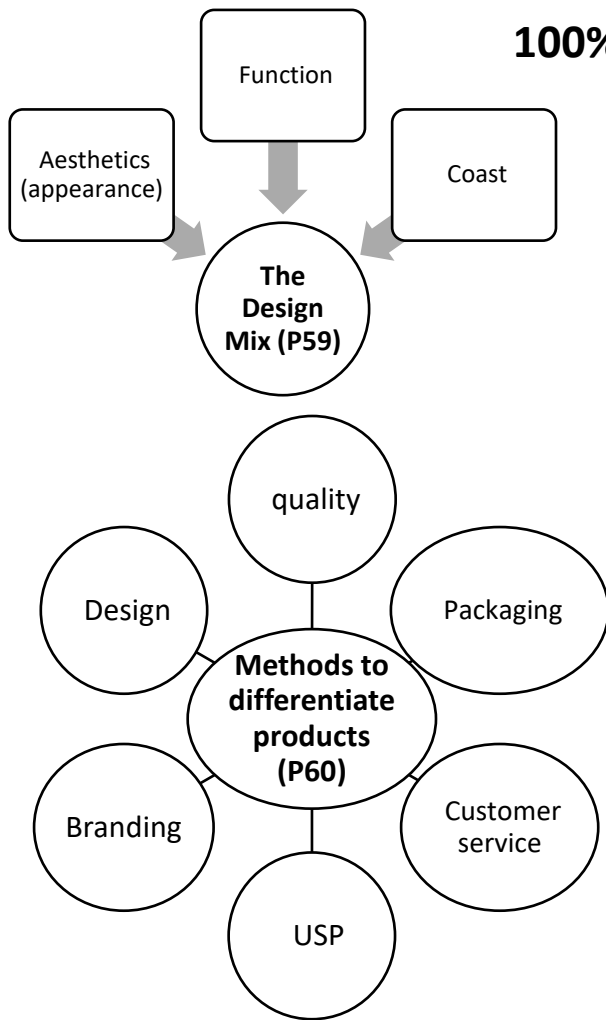
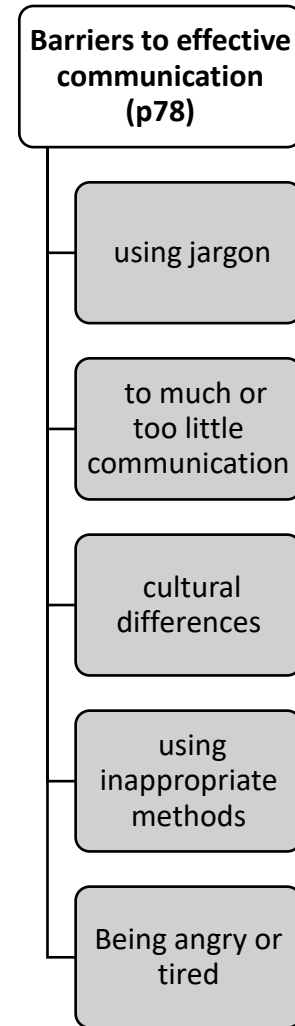
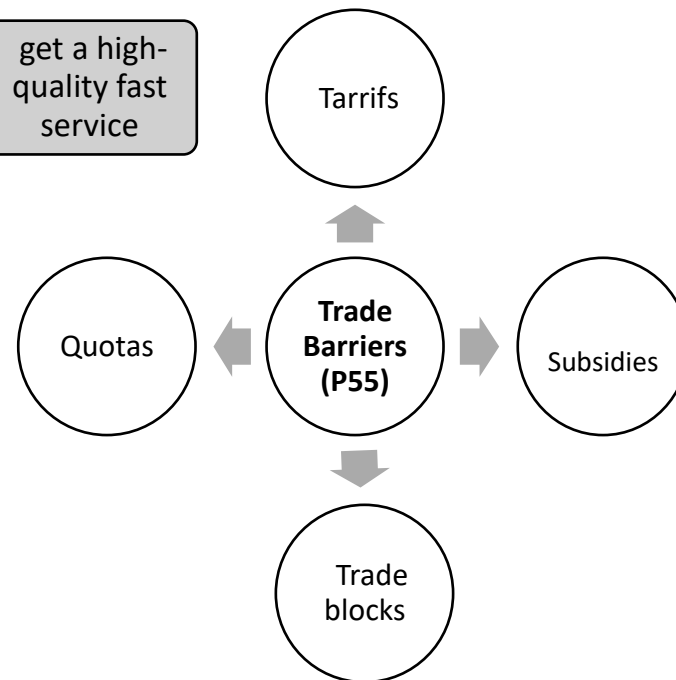


# 100% Sheet GCSE Business Theme 2 Mock



**Giving employees permanent contracts (P79)**

Advantages	Disadvantages
Sense of job security Will be more productive and motivated	Costs more for the business Harder to let go if things change – redundancy process



	Formula
Average rate of return (P74)	$\frac{\text{Average annual profit}}{\text{Cost of investment}} \times 100$
Percentage increase (P92)	$\frac{\text{Difference}}{\text{Original}} \times 100$
Gross Profit Margin (P92)	$\frac{\text{Gross profit}}{\text{Sales revenue}} \times 100$

**What are the 5 stages of the sales process (p72)**

- Customer interest
- Speed and efficiency service
- Customer engagement
- Post sales service
- Customer loyalty