

Finding the original quantity

1 The size of a market is 300 000 units. This is an increase of 22% from the previous year. What was the size of the market in the previous year?

(4 marks)

2 In 2007 Magnum Ice Cream had a sales value of £71 million and a market share of 17.8%. Calculate the size of the Ice Cream market in the UK in 2007.

(4 marks)

Compound percentage changes

3 In 2009 the sales revenue of A to Z Computers was £120 000. The annual growth forecast for the business for 2010 and 2011 is 18% per annum. Calculate the forecast sales revenue for the end of 2011.

(4 marks)

Added Value

4 The average cost of raw materials for a coffee shop is £0.76 per customer. The average price paid by customers is £4.95. Calculate the added value per customer.

(2 marks)

5 The average cost of raw materials per customer visit at a newsagent is £2.74. £0.99 is added value per customer visit. Calculate the average price paid per customer visit.

(2 marks)

Extension: What can a business do to increase its added value?

Total / 16