Please check the examination details below before entering your candidate information

Candidate surname	Other names

Centre Number | Candidate Number

Pearson Edexcel Level 3 GCE

Wednesday 13 May 2026

Afternoon (Time: 2 hours)

Paper reference **9BS0/01**

Business

Advanced

PAPER 1: Marketing, people and global businesses

You must have:
Source Booklet (enclosed)

Total Marks

I nstruc tions

- Use **black** ink or ball-point pen.
  Fill in the boxes at the top of this page with your name, centre number and candidate number.
- There are two sections in this question paper.
  Answer **all** questions.
  Answer the questions in the spaces provided
  – there may be more space than you need.

Information

- The total mark for this paper is 100.
- The marks for **each** question are shown in brackets
  – use this as a guide as to how much time to spend on each question.
  You may use a calculator.

Advice

- Read each question carefully before you start to answer it.
  Try to answer every question.
  Check your answers ifyouhavetime at theend.

Turn over ▶

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Answer ALL questions.

SECTION A

Read Extracts A to D in the Source Booklet before answering Question 1.

Write your answers in the spaces provided.

1 (a) Using the data in Extract A, calculate the difference in the percentage growth of convenience stores from 2015 to 2020 and the percentage growth from 2020 to 2025. State your answer to 2 decimal places. You are advised to show your working.

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(b) Explain **one** reason why One Stop may have replaced its own-brand products with those of Tesco.

(4)

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(c) Assess the benefit to SPAR UK of its market positioning.

(10)

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(d) Assess the importance of considering cultural and social factors when SPAR opened stores in Kazakhstan.

(12)

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Since 2012 Cranhill Stores has been a partnership owned by Naresh and Rakesh. They wish to maximise the profit from their convenience store. They are considering whether they should stay as an independently owned partnership or become a One Stop franchise.

(e) Evaluate these **two** options and recommend which one Naresh and Rakesh should choose to maximise their profit.

(20)

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(Total for Question 1 = 50 marks)

TOTALFOR SECTION A = 50 MARKS

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SECTION B

Read Extracts E to I in the Source Booklet before answering Question 2.

Write your answers in the spaces provided.

2 (a) Using the information in Extract E, calculate the income elasticity of demand for e-commerce goods in China. State your answer to 2 decimal places. You are advised to show your working.

(4)

(b) Using the data in Extract F, calculate the difference in the value of Alibaba's sales in trillions of yuan between 2021 and 2024. State your answer to 2 decimal places. You are advised to show your working.

(4)

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(c) Assess the possible benefit for businesses on europages selling in the EU trading bloc.

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Creating and setting up a business is one role of an entrepreneur.

(d) Assess whether this role was the most important for Jack Ma when establishing Alibaba.

(12)

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Alibaba is assessing a range of countries as potential markets to expand into. It is considering further expansion into either Germany or South Korea.

(e) Using the data in Extracts G and I, evaluate these **two** options and recommend which one Alibaba should choose to support its international expansion.

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(Total for Question 2 = 50 marks)

TOTAL FOR SECTION B = 50 MARKS
TOTAL FOR PAPER = 100 MARKS

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Business

Advanced

PAPER 1: Marketing, people and global businesses

Source Booklet

Do not return this Booklet with the question paper.

Turn over ▶

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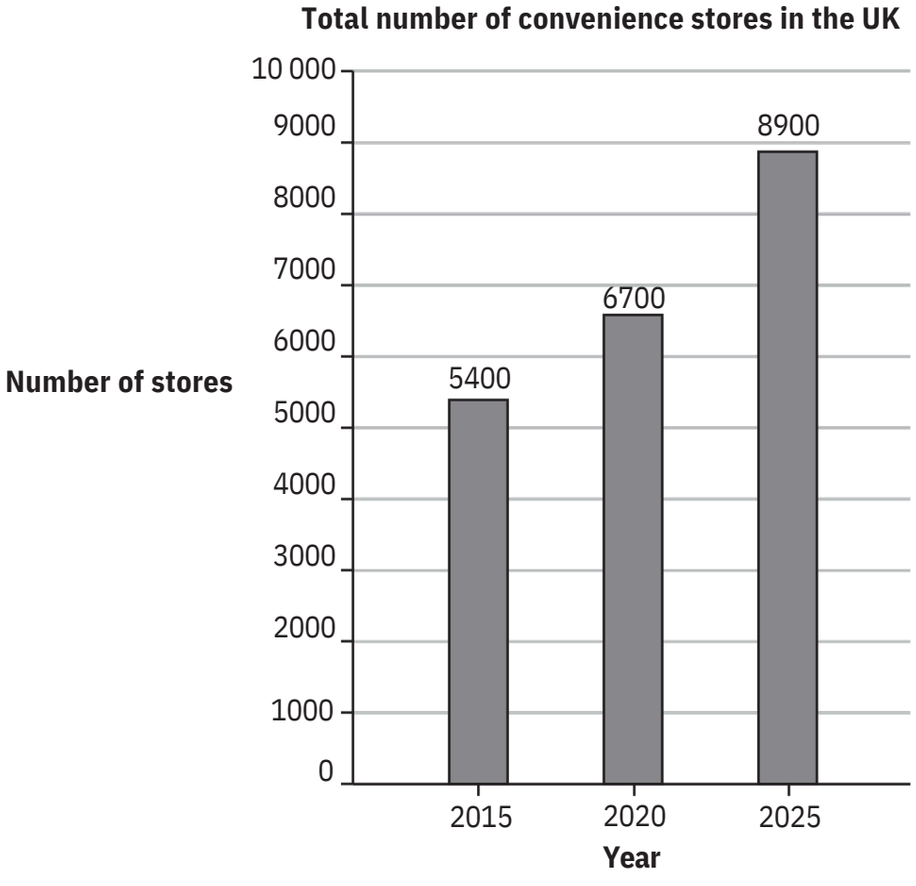
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SECTION A

Read the following extracts A to D before answering Question 1.

Extract A

Convenience stores in the UK



(Source: adapted from https://www.colliers.com/en-gb/news/24-10-2024-uk-convenience-store -market-set-to - grow-by-fur ther-9-per- cent-in-nex t-three -years)

Extract B

One Stop convenience stores

One Stop is a retail convenience business operating in the UK. There are 700 stores managed by One Stop and over 300 franchise stores. Since 2003 it has been a subsidiary of Tesco, but it operates as a separate business.

A One Stop franchise costs the franchisee a one-off fee of £10 000 and a royalty payment of 5% of sales turnover, paid monthly. In return, franchisees receive from One Stop: a new store re-fit; new signs; training and access to a Business Development Manager and the Franchise Action Line. Franchisees must commit to purchasing 95% of their product range from One Stop and are allowed to source 5% from local suppliers. Up to six deliveries a week from the franchisor ensure that food supplies are fresh.

In 2024, One Stop announced it would replace its own-labelled products with Tesco's own-brand range in all its stores.

(Sources: adapted from https://openaonestop.co.uk/franchising/ and https://www.onestop.co.uk/news/one-stop-set-to-transform- offering-with-tesco - core - own-brand/)

Extract C

SPAR convenience stores

Starting with one store in 1932 in the Netherlands, SPAR now has 13,900 stores worldwide. Since 1956 SPAR has operated in the highly competitive UK convenience store market. SPAR UK comprises independently owned franchises and company-owned stores. These include stores in petrol stations, train stations, city centres, and local neighbourhoods.

SPAR UK's market positioning is called 'The Joy of Living Locally'. A unique characteristic of SPAR is that no two stores are the same, but all have things in common: national SPAR own brands, marketing, communications, promotions and store formats. SPAR UK is using three new and distinct aspects to its positioning: 'Value on your doorstep'; 'Nurture our neighbourhoods'; 'Passionate about local'.

SPAR adds value through promotional activity and pricing. It aims to employ people from local communities, support local charities, and showcase local food and local producers.

In 2022 SPAR opened 5 new stores in Kazakhstan, central Asia. Each store sells food-to-go items, fresh butchery, bakery, and fruit and vegetables. SPAR Kazakhstan offers local consumers a variety of SPAR own-brand products sourced from the international brand's network. Locally sourced products are also sold.

The state language of the Republic of Kazakhstan is Kazakh, with Russian and English also taught in schools. 70% of the population are Muslim. Kazakhstan has a growing middle class, and rising incomes have increased demand for quality branded products. Customers shop 3 or 4 times a week and purchase small quantities each time.

(Sources: adapted from https://spar-international.com/news/spar-continues-expansion-with-entry-into-kazakhstan/ and https://www.trade.gov/country-commercial-guides/kazakhstan-market-overview and https://spar-international.com/news/spar-uk- celebrates-local- convenience -stores-with-new-brand-positioning/)

Extract D

Cranhill Stores

Naresh Gajri and Rakesh Sood have been business partners since 2012, when they became owners of Cranhill Stores in Glasgow, UK. Previously, Naresh had owned the store on his own. He was born in Kenya and worked for a while at the wholesaler, Bestway, in London. Naresh achieved his wish to work for himself by becoming the owner of Cranhill Stores. Rakesh, who previously worked at Heathrow Airport, joined the business in 2012. Trading hours are short by convenience store standards: 7am to 6pm Monday to Thursday; Fridays and Saturdays 7am to 8pm; Sunday hours are 8am to 1pm.

Cranhill Stores is a busy shop. The partners, who both work in the business along with 12 other staff, feel it is important to keep a reasonable work–life balance.

(Source: adapted from https://scottishgrocer.co.uk/2013/12/01/east-side -stor y-prudent-par tners-under take -refurb/)

SECTION B

Read the following extracts (E to I) before answering Question 2.

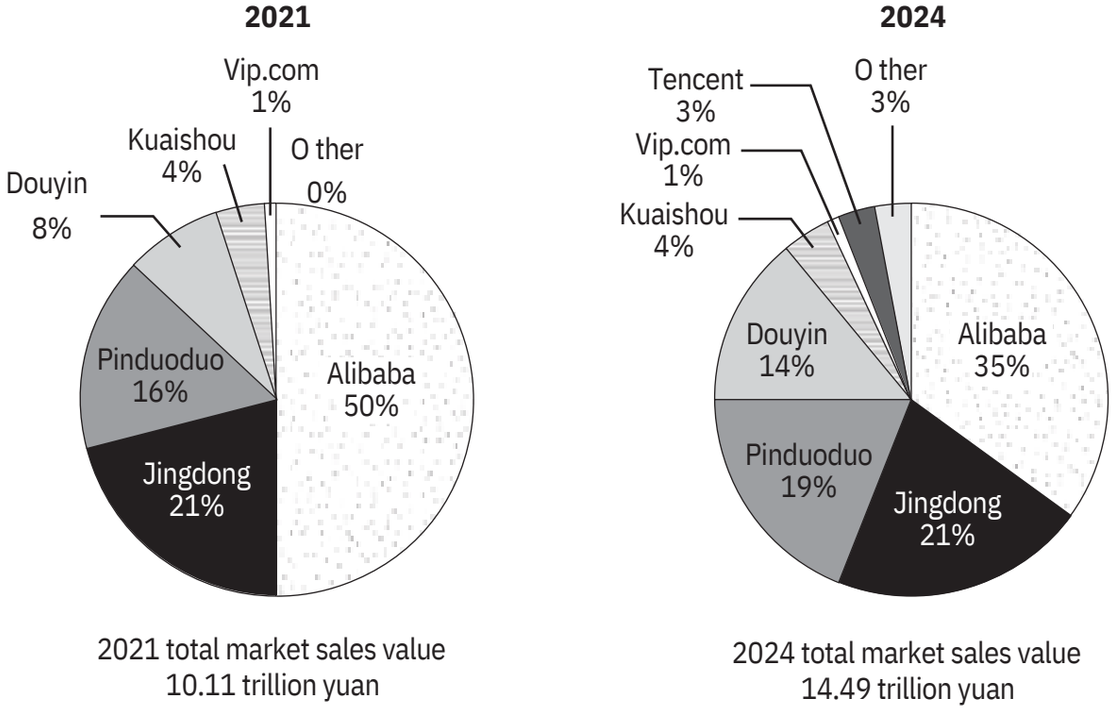
Extract E

	2021	2024
Average disposable income per household (yuan)	35 128	41 314
Quantity demanded of goods sold using e-commerce in China (units)	33.7bn	48.3bn

(Sources: adapted from https://www.emarketer.com/content/global-historic-first-ecommerce-china-will-account-more-than-50-of-retail-sales and https://www.statista.com/statistics/278698/annual-per-capita-income-of-households-in-china/ and www.queue-it.com)

Extract F

E-commerce in China: market share



2021 total market sales value 10.11 trillion yuan

2024 total market sales value 14.49 trillion yuan

(Source: adapted from https://techbuzzchina.substack.com/p/alibaba- cainiao - delivering-innovation)

Extract G

Alibaba's international growth

Alibaba is a Chinese e-commerce B2B (business to business). Chinese small businesses sell products globally on Alibaba.com. These products range from cosmetics to spare parts for cars.

In 2024, Alibaba invested in Visable, a German B2B business, and its European online marketplace, europages. Visable offers other businesses digital services to help increase their e-commerce sales. Visable also offers these businesses an online marketplace where they can sell their products. The europages marketplace reaches three million customers a month.

The e-commerce market in the European Union (EU) is increasingly competitive, with businesses such as Zalando operating across the trading bloc. Visable employs around 450 people at its locations within the EU in Germany and France.

Alibaba is also considering a joint venture with E-Mart, an online shopping business in South Korea. South Korea is one of the biggest e-commerce markets worldwide, with 94% of the population using the internet. Figures suggest that the South Korean retail e-commerce volume will continue to increase even further.

Extract H

Jack Ma – Alibaba entrepreneur

In 1995 Jack Ma established China Pages, despite having no technological knowledge, minimal funding, and no experience in the internet sector.

However, China Pages was a step ahead. In China, the internet was still a new idea, and investors were cautious. Jack Ma had to leave the company after it failed.

After returning to China from a failed attempt to secure investment in the US, Jack Ma gathered eighteen of his friends and shared his vision of creating an online marketplace that could connect Chinese businesses with the global economy. This was the start of Alibaba. However, securing additional capital was difficult, investors were cautious, and China's internet infrastructure was undeveloped. Venture capitalists rejected Jack Ma's concept, yet despite this he was determined not to give up.

In 2000, Alibaba secured $25 million in funding from SoftBank, a Japanese bank. As the Chinese economy grew and the internet became more widespread, so did Alibaba. The company quickly became a dominant force in China's e-commerce market, helping millions of small and medium-sized businesses sell their products online.

(Source: adapted from https://www.entrepreneur.com/leadership/how-jack-ma-overcame -failure -and-became -a-billionaire/486546#:~:tex t=Jack%20Ma%2C%20cofounder%20of%20Alibaba,business%20leaders%20of%20our%20time)

Extract I

Assessment of a country as a market:

	Germany	South Korea	Notes on data
Population	84 million	52 million	To nearest million. Year 2023
Disposable income per person US$	38 971	24 590	Year 2023
Ease of doing business	22nd	5th	Year 2023. Ranking out of 190 countries, 1st being highest
Infrastructure	1st	5th	Year 2024. Ranking out of 133 countries, 1st being highest
Political stability	60th	57th	Year 2023. Ranking out of 193 countries, 1st being highest
Trading bloc	European Union	Regional Comprehensive Economic Partnership with 15 Asian countries	Both blocs have reduced trade barriers with each other, such as tariffs and quotas

(Sources: adapted from https://www.oecdbetterlifeindex.org/countries/korea/ and https://www.usnews.com/news/best-countries/rankings/well-developed-infrastructure and https://www.theglobaleconomy.com/rankings/wb_political_stability/)

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