**AS Business Studies**

**Market Share, Size and Growth**

**Task 1:** Calculate the market share of the following companies in the following markets:

|  |  |  |
| --- | --- | --- |
| **Company** | **Sales £** | **Market Share** |
| **Hendersons** | 125,000 |  |
| **Williamson** | 250,000 |  |
| **Bryant** | 200,000 |  |
| **Toppings**  | 50,000 |  |
| ***Total*** | ***625,000*** | ***100%*** |

Task 2: Complete the table showing the market share for each business for 2007 and 2008 and calculate the % change in sales for each business and for the market as a whole.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Sales in 2007** | **Market Share in 2007** | **Sales in 2008** | **Market Share in 2008** | **% Change in Sales between 2007 and 2008** |
| **Hendersons** | 90,000 |  | 125,000 |  |  |
| **Williamson** | 210,000 |  | 250,000 |  |  |
| **Bryant** | 190,000 |  | 200,000 |  |  |
| **Toppings**  | 60,000 |  | 50,000 |  |  |
| **Total** | 550,000 | 100% | 625,000 | 100% |  |

Task 3: identify which of the following statements are true and which are false:

|  |  |
| --- | --- |
| **Statement** | **True or False?** |
| Henderson’s sales have fallen. |  |
| Henderson’s sales have risen. |  |
| Henderson’s market share has fallen. |  |
| Henderson’s market share has risen. |  |
| The market as a whole has grown at a greater rate than Henderson’s sales. |  |
| The market as a whole has grown at a slower rate than Henderson’s sales. |  |
| Henderson’s market share has grown by 4 percentage points. |  |
| Henderson’s market share has grown by 39%. |  |
| Henderson’s and Williamson’s sales have grown at a faster rate than the market as a whole. |  |
| Hendersons’ has the biggest market share in 2008. |  |
| Bryant’s sales have grown by 5%. |  |
| Bryant’s market share had risen by 3% |  |