

Small vs large organisations

Task

Choose two businesses; one small and one large. For each business explain how its size helps it to become successful.

Issues to consider include:

- Brand names
- Business image
- The ability to obtain economies of scale
- Prices charged to customers
- Customer loyalty
- Choice of products available to customers
- Cost control
- Level of service offered to customers
- Ability to mass-produce the product/service
- Size of market