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90845MR



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

Mātauranga Pakihi, Kaupae 2, 2013

90845 Whakahāngaitia te mōhiotanga ā-pakihi ki tētahi/ētahi raruraru nui e pā ana ki tētahi horopaki ka whakatakotohia, i te pakihi nui

2.00 i te ahiahi o te Rāhina, te 25 o Whiringa-ā-rangi, 2013
Whiwhinga: E whā

PUKA RAUEMI

Tirohia tēnei puka hei whakautu i ngā pātai mō te Mātauranga Pakihi 90845.

Tirohia mena e tika ana te raupapatanga o ngā whārangi 2–7 kei roto i tēnei puka, ka mutu, kāore tētahi o aua whārangi i te takoto kau.

MĀU TĒNEI PUKA E KAWE ATU Ā TE MUTUNGA O TE WHAKAMĀTAUTAU, KI TE HIAHIATIA.

TE RAUEMI A: HE MĀTAI TAKE – FROZEN CLOTHING LTD

He pakihi kākahu a *Frozen Clothing Ltd* kua 40 tau nei e waihanga kaka ana, e hoko kaka ana hoki i roto i ngā toa hoko. He whare ahumahi nui tō te pakihi i Te Waipounamu, ā, he toa hoko kei ngā taone matua huri noa i Aotearoa. He mātanga a *Frozen Clothing Ltd* ki te waihanga i ngā kākahu o te wā, i ngā kākahu utu iti hoki mō te marea, tāne mai, wahine mai. Nā Bruce Long te pakihi i whakarewa, ā, ināianei he nui ake i te 150 ngā tāngata e mahi ana i te pakihi. Ko ētahi o aua kaimahi kua noho hei kaimahi mā Bruce mai i te wā i tīmata ai te pakihi.

Kua angitu te pakihi o *Frozen Clothing Ltd*, engari inā tata nei, kua raru te oranga tonutanga o te pakihi i ētahi āhukatanga rerekē. Kua piki ngā utu, ā, e heke ana ngā moni ka riro mai i te hokonga o ngā rawa. Tae atu ki te 30 ōrau te pikinga o te utu o ngā rawa taketake, engari e horokukū ana tā Bruce whakapiki i ngā utu, nā ngā uauatanga ā-ōhanga o te wā. Kua pā mai ngā taumahatanga o ngā utu ngao, o te inihua me ngā panonitanga ki te paeraro o te utu-ā-haora, ki ngā huamoni a te pakihi. Kua ngaro i a *Frozen Clothing Ltd* tētahi wāhanga o te rironga tauhokohoko, kua riro nei i ngā kaihoko e hoko ana i ngā kākahu iti iho te utu mai i tāwāhi. Kua poapoahia ngā kiritaki e ngā pae tukutuku me te tukunga utu kore, waihoki he nui ake ngā momo kākahu e hokona ana.

Kei te kaha haere te whakataetae mai i tāwāhi hei wero i a *Frozen Clothing Ltd*, waihoki e tere huri ana ngā āhukatanga o te wā. He kaipakihi taketake a Bruce, ā, kāore ia i whai i ngā hangarau o te wā me ngā whanaketanga e kitea ana i te ao tauhokohoko.

E āwangawanga haere ana ngā kaipupuri hea i te hekenga o te uara o ā rātou hea mai i tērā tau ki tēnei wā, ā, kua tīmata ētahi ki te hoko i ā rātou hea, inā rā kāore anō kia whakaūngia e Bruce mena ka whiwhi moni hua rātou i tēnei tau.

Ko tētahi atu raruraru mō *Frozen Clothing Ltd*, i pakaru tētahi wāhanga o tana toa hoko i Ōtautahi i ngā rū whenua o nā tata nei, ā, he nui ngā mea hei whakatika. Ahakoa e whakahaere tonuhia ana te pakihi, kua tino heke ngā moni ka riro i te hokonga o ngā rawa me te huamoni, i te wehenga o ngā kainoho i taua takiwā, i te iti iho rānei o te moni hei whakapau mā rātou. Me tūhura a *Frozen Clothing Ltd* mena he hua tō te whakapau moni ki te hanga anō i te toa, me kati rānei. Mā konei e wātea ai te pakihi ki te arotahi ki ērā atu o ōna toa hoko; ki te karo hoki i ngā utu ukiuki pērā i ngā utu kaimahi, i ngā tāke kaunihera me te inihua i piki haere ai i muri mai i ngā rū whenua. Heoi anō, ki te kore e tū tētahi toa hoko ki Ōtautahi, ka ara ake pea he take hei whakararu i a *Frozen Clothing Ltd* i ngā rā kei mua, ka rewa ana anō te taone.

Nā te whakahekenga ohaoha me te iti o ngā tūranga mahi e wātea ana, e pūmau ana te hunga kaimahi ki *Frozen Clothing Ltd*. Kua pīkautia e te tokomaha o ngā kaimahi ētahi atu kawenga, kua whakangungua hoki, hei tiaki i ō rātou tūranga mahi. Nā tēnei, kua rahi ake ngā kaiwhakahaere me ngā kaimahi e whai pūkenga ana hei kaiwhakahaere, e hiahia ana kia whakapikihia ō rātou tūranga. E waimarie ana a Bruce, kua tau tētahi ahurea, ko te ngākau hihiri me te pukumahi ōna tūāpapa.

RESOURCE A: CASE STUDY – FROZEN CLOTHING LTD

Frozen Clothing Ltd is a fashion company that has been manufacturing and selling clothes in retail stores for over 40 years. It has a large factory in the South Island, and has retail outlets in the main centres throughout New Zealand. *Frozen Clothing Ltd* specialises in mass-market, affordable, trendy clothes for both males and females. Bruce Long started the company, which now has over 150 people working in the business. Some of these employees have worked for Bruce since it started.

Frozen Clothing Ltd has been a successful company, but recently, various factors have threatened the continuation of the business. Costs have increased, and sales are decreasing. The cost of raw materials has increased by up to 30%, but Bruce has been reluctant to increase prices, due to the tough economic climate. Energy costs, insurance, and changes to the minimum wage have put pressure on the company's margins. *Frozen Clothing Ltd* has lost market share to retailers selling cheaper, imported clothes. Customers have been enticed by overseas websites offering free delivery and a larger range of clothing.

Frozen Clothing Ltd is faced with intensifying international competition and an accelerating pace of change. Bruce is very much a traditional businessman and has not kept up with the latest technology and developments that are now evident in the retail environment.

Shareholders are getting concerned that their shares are worth less than they were last year, and some are beginning to sell their shares, especially as there has been no reassurance from Bruce that they will receive a dividend this year.

Another issue for *Frozen Clothing Ltd* is that its retail outlet in Christchurch was partially damaged in the recent earthquakes and needs extensive repairs. Although the business is still operating, sales and profits have decreased considerably as residents leave the area or have less income to spend. *Frozen Clothing Ltd* must investigate whether it is worth spending money on rebuilding the shop, or closing it completely. This would allow it to focus on its other outlets and avoid paying ongoing costs such as wages, rates, and insurance, which have all considerably increased since the earthquakes. However, not having an outlet in Christchurch may cause long-term issues for *Frozen Clothing Ltd* when the city is buoyant again.

Due to the recession and a lack of current job openings, there is a very stable workforce at *Frozen Clothing Ltd*. Many of the staff have taken on extra responsibilities and training to ensure their jobs are safe. This has resulted in a good number of managers and potential managers who are keen to be promoted. Bruce is fortunate to have a culture that is based on motivation and hard work.

TE RAUEMI B: HE TUHINGA NŪPEPA**Ka whakapaua e ngā tāngata o Aotearoa te \$3.19 piriona**

*He motuhake kē tēnei rauemi, e kore e taea te tāruatia. Āta panui i te mātapuna nei:
<http://cbsnewyork.files.wordpress.com/2011/10/credit-card-online-shopping.jpg>*

He motuhake kē tēnei rauemi, e kore e taea te tāruatia. Āta panui i te mātapuna (i panonitia) nei: http://www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=10822245

ana e te 21 ōrau o ngā kiritaki i te ipurangi.

RESOURCE B: NEWSPAPER ARTICLE**Kiwis fork out \$3.19b on online shopping**

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online by 21 per cent of shoppers.

TE RAUEMI C: HE TUHINGA NŪPEPA**Ka poapoa ngā toa o Amerika i ngā kaihoko o Aotearoa**

*He motuhake kē tēnei rauemi, e kore e taea te tāruatia. Āta panui i te mātapuna nei:
<http://blog.newsok.com/retail-business/files/2012/06/Macys.jpg>*

He motuhake kē tēnei rauemi, e kore e taea te tāruatia. Āta panui i te mātapuna (i panonitia) nei: http://www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=10850196

Amerikana kia kore ai e mate ki te whakawhiti moni.

RESOURCE C: NEWSPAPER ARTICLE**US stores entice Kiwi shoppers**

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without currency conversions.

English translation of the wording on the front cover

Level 2 Business Studies, 2013

**90845 Apply business knowledge to a critical problem(s)
in a given large business context**

2.00 pm Monday 25 November 2013
Credits: Four

RESOURCE BOOKLET

Refer to this booklet to answer the questions for Business Studies 90845.

Check that this booklet has pages 2–7 in the correct order and that none of these pages is blank.

YOU MAY KEEP THIS BOOKLET AT THE END OF THE EXAMINATION.