



Oxford Cambridge and RSA

AS Level Business

H031/01 The local business environment

Resource Booklet

Friday 18 May 2018 – Afternoon

Time allowed: 1 hour 30 minutes



INSTRUCTIONS

- This Resource Booklet is required for **Section B** only.
- You should refer to it when answering the examination questions, which are printed in a separate booklet.
- The business described in this Resource Booklet is a **real** business.

INFORMATION

- This document consists of **4** pages. Any blank pages are indicated.

The Yorkshire Wagyu Company (TYWC)

Extract A: Company background

Cows are a common sight across the fields of East Yorkshire, but at one farm the beef cattle are far from ordinary. They are a breed that originated in Japan to produce a distinctly different type of beef – ‘Wagyu’, a luxury once reserved for emperors.

The Yorkshire Wagyu Company (TYWC) was established in 2013 when Yorkshire farmers Jonathan Shepherd and Jim Bloom, found a shared interest in the world famous Wagyu cattle. 5

The business sells its Wagyu beef at farm shops and in local restaurants. The business has also invested in a catering trailer, known as ‘The WOW wagon’ (see photo) which is taken to local shows, festivals and private events. 10



Jonathan explained, “It’s really good for us to actually take our product, cook it on-site and let people taste it. That is taking it right from what we do on the farm all the way through to the end market. If we launch the product at a farm shop, we often take the catering trailer there for a couple of weeks and give samples out. We are trying to attend more private events as well, so we do weddings, 21st birthday parties or any sort of occasion where we can come in and do hospitality that is fully staffed.” This includes cooking a selection of food and employing catering assistants to serve it to the guests. 15 20 25

As Wagyu beef is a relatively new product in the UK, the business is available to offer cooking advice to customers, even employing its own chef to develop recipes which can then be shared with customers. The business can also be followed on its Twitter feed, @YorkshireWagyu. 30

Source: Adapted from www.yorkshirewagyucompany.co.uk (accessed 18/01/17) & “Steaks are high-quality for farm taking gamble on Japanese delicacy”, Hull Daily Mail (February 2016)

Extract B: Catering assistant roles – job description and person specification

A catering assistant cleans kitchens, taking care of all aspects of hygiene as well as helping to prepare food and serve it to customers. Catering assistants are also responsible for carrying out basic food preparation tasks, such as washing and peeling food. They must also be able to operate as part of a team, as they are likely to have to work alongside chefs, waiters and other catering staff. Working at weekends, in the evenings and on public holidays is normal in this role.

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To become a successful catering assistant, you will need to demonstrate the following skills:

- An ability to work quickly but efficiently and keep calm under pressure
- Stamina and enthusiasm
- An ability to work well in a team
- Good communication skills
- High standards of personal hygiene
- An interest in food and catering

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Source: Adapted from <https://myjobsearch.com/careers/catering-assistant.html> (accessed 30/01/17)

Extract C: Demand for and supply of Wagyu beef

When Jonathan and Jim set up TYWC they had one customer. Now, they have a strong customer base. “We’re not interested in working with big supermarkets because the quality is always going to fall and prices will be lowered,” said Jonathan.

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As farmers, Jonathan and Jim also had to come to terms with the fact that Wagyu cattle grow slowly, making the production process about twice as long as for standard beef cattle. Inevitably, this means higher prices for the customer.

“The long, slow process is our weakness,” said Jonathan. “It means that our Wagyu beef is 40 per cent more expensive to cover the increased costs of looking after the animals. But, I’ll be honest with you, demand is exceeding supply.”

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Source: Adapted from “The Yorkshire Wagyu Company – slow reared, quality beef from Driffeld”, Yorkshire Mail (10/05/16)

Extract D: Price of Wagyu beef and ‘supermarket’ beef

Supplier	Products	Price
The Yorkshire Wagyu Company	‘WOW Box’ containing 6 steaks, 1 roasting joint, 4 gourmet burgers, 2 × 500 g mince, 2 × 500 g stewing steak (all products in the box are Wagyu beef)	£150.00
Sainsburys plc	6 premium rump steaks, 1 roasting joint, 4 premium burgers, 2 × 500 g mince, 2 × 450 g casserole beef steak (none of the products listed are Wagyu beef)	£57.80

Source: Adapted from www.yorkshirewagyucompany.co.uk & www.sainsburys.co.uk (both accessed 18/01/17)

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