

# Operational Business Management I (Horticulture)

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## Assignment 2

This is just a cover sheet, turn to the next page to continue.

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### Question 1

Name two horticultural products that are imported into the UK, and explain why each is imported rather than being produced within the UK (write up to 200 words to explain each).

### Question 2

Report on your set tasks 1 and 2 (no more than 1 page in total: half a page each).

### Question 3

Identify and list 'niche markets' that offer potential business opportunities for a turf manager, landscape contractor or designer in the locality in which you live. 1 page.

### Question 4

Explain the dynamics of the international horticultural market place, with particular reference to the UK and European countries trading with each other and trading with countries outside of the EU.

1 – 1 ½ pages.

### Question 5

Explain the impact of market types and forces (supply and demand, elasticity, etc), cost structures and economies of scale on the growth of organisations and organisational response.

1-2 pages.

### Question 6

Submit your findings from set task 3.