



# The Essay Doctor



## Essay Title

Recently Wrigley's have seen new competition from Cadbury's Trident chewing gum brand. Using this and/or other examples you are familiar with discuss whether new competition always poses serious problems for the existing companies in a market.

(40 marks)

## Student Answer

New competition can pose a threat to existing businesses. One example of this is HMV who have been forced to move away from the main products that they sold, CD's and DVD's, to different things such as live music venues due to competition from companies such as Amazon. This competition has badly affected sales and forced HMV to sell assets such as Waterstones in order to try and stay competitive.

Another example of competition posing serious problems is Kodak. Kodak were dominant in the camera film market but failed to compete with competition such as Fuju as cameras moved into digital. This competition causes Kodak to go out of business as sales of film dropped and rival businesses all gained sales.



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Please prescribe below a remedy for making the opening two paragraphs of the essay better:



## Section B level descriptors - Essays

Level	Descriptor		Marks
L5	Application/analysis	Both good	26–23
L4	Application/analysis	1 good <b>and</b> 1 reasonable	22–18
L3	Application/analysis	Both reasonable <b>or</b> 1 good <b>and</b> 1 limited	17–13
L2	Application/analysis	1 reasonable and 1 limited	12–88
L1	Limited response	Answer based primarily <b>on</b> knowledge	7–1

For **Evaluation**, you should award marks using the grid below.

**Note:** Evaluation also assesses candidates' quality of written communication. When deciding on the level to be awarded, consider the degree to which the candidate orders his/her ideas.

Level	Descriptor	Marks
E3	<b>Good evaluation.</b>  Ideas are communicated using a coherent structure with consistent and appropriate use of technical terms. There are few errors in accepted conventions of written communication.	14–11
E2	<b>Reasonable evaluation.</b>  Ideas are communicated using a logical structure with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication.	10–6
E1	<b>Limited evaluation.</b>  Ideas are communicated with some structure evident with occasional use of appropriate technical terms. There are some errors in accepted conventions of written communication.	5–1