

Public sector of the industry is providing a service and is run by government organisations. Eg; schools

Private sector of the industry is focused on making a profit and is ran by individuals eg; local butchers

Different sectors may have different aims as they are both aiming for different outcomes.

If they aim for a certain target, this will give the organisation a goal in which they can see statistics and progress.

If they reach these aims, it may give them the ambition to reach a bit further and set bigger aims for next time.

If they do not reach these aims it may show that they need to change their product/service/ideas or show them to set lower, more realistic and reachable targets.

These aims are:

To make a profit

Gino casuals are a business within the private sector. They would be interested in making a profit.

In order to make a profit, a business such as Gino casuals will have to look at selling popular brands that they will be able to sell without hesitation, sell nice, top of the range material that the consumer is willing to buy.

They will have to strike a deal with manufacturers to settle a price they are willing to pay, sell not just cloths, but other products such as novelty gifts, posters, and others. They may

also have specialist products eg; clothes for pregnant women that are made to stretch etc.

Gino casuals are in competition with other high street shops such as d2, Dv8, and mk1,

In order to survive, they must have reasonable prices (not too low or the business will not make a profit), and also sell good brands that are worth buying.

The business aims to make a profit for many reasons.

They first of all have to cover costs of their rent and bills etc, they will then have to pay stockholders and creditors, and also pay wages to employees.

The business may consider expanding by building more shops, or even extensions to the store.

They may increase the number of stock or hire more employees.

The business usually has seasonal sales to attract customers, the company would not losing out on profit, even though they are selling products cheaper, they are attracting more customers the store.

Market sharing

Tesco is a business within the private sector and would be interested in market sharing.

This is the proportion of the total market sales that are made by one company, brand or product.

The market leader is known by whoever has the biggest market share.

If Asda was the leader, then Tesco would have to compete to try and win customers from Asda and other leading superstores if they are to survive in the market.

They would have to do it to increase their profit, build a good reputation for themselves, and decrease the competition in the market or put them out of business.

The ways in which to do this vary...

They would have to offer a wide range of products, (not just groceries). They could offer things such as insurance, fuel, mobile phones, household hardware, and straight to the door delivery.

They could also offer loyalty cards. This way, many more people would shop in their store as they would be saving every time they return. This is called repeat business.

They could always have offers on, and build smaller express stores throughout so that more customers could just pop in without having to travel a great distance.

Providing services

Ballymoney high is a college which provides educational services to 11-18 year olds in Ballymoney and the surrounding area. This falls under the public sector of the industry.

The college is aimed at the general public and is free of charge.

Everyone has equal access to education and Ballymoney high is one of many colleges that ensure this.

The purpose of a college such as this is to provide everyone with the education they deserve.

But the main reason is to keep employment levels high.

They are able to offer opportunities to post 16 students and just years 8 - 12. These offers include O.C.R, AS, A2, and much more.

They are able to offer a variety of courses such as health and social care, Leisure and Tourism, and psychology.

This then means that there is a need to employ more teaching and non-teaching staff

There may also be a need to apply to C.C.M.S to enlarge the numbers possible for enrolment.

Public schools and colleges do not focus on making profit as they are just there to provide a service to the public free of charge.

Even though attending schools are free, you may be required to pay a certain amount of fees for necessities such as lunch and travel to and from the school.

It will also mean an increase in employment.

To improve quality

Cadburys chocolate bars are part of the private sector in the industry.

They would focus on improving the quality of their products and services.

Many businesses improve the quality of their products/services to attract new customers and keep their old ones.

Because the market is more competitive, they would have to keep improving the quality of their product, service to keep up with the competition and help them stand out from the rest. They would run their business by spending more money on research and advertising.

They might run a questionnaire or a survey etc.

By doing this they could tell if the audience wanted more E numbers, less sugar, less carbohydrates etc.

They might even consider changing other things such as the wrapper and price.

Products that are generally mature have been out on the market for a long time.

They may re-launch their product claiming it has a new recipe or it is a bigger size in order to keep it exciting.

This way, they would gain more recognition and put the product back on the public eye.

They would advertise using media such as T.V, magazines, and radio to take the customers feedback into consideration.

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