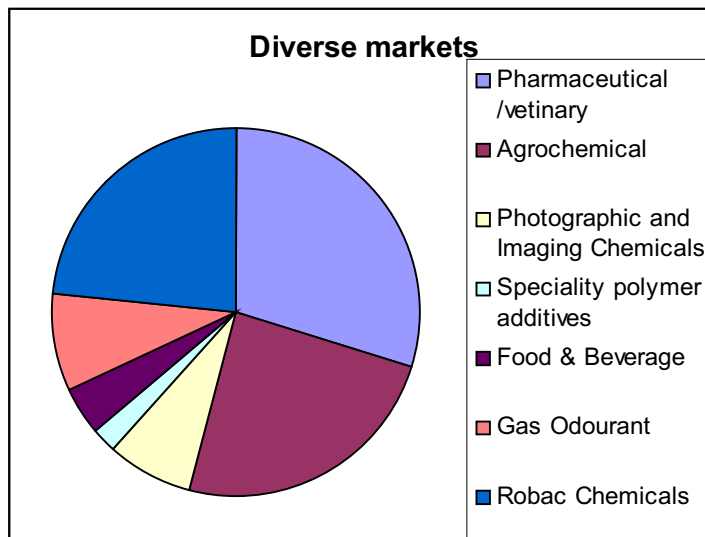


### A1- Robinson Brothers

#### Activity:-

Robinson Brothers Limited has been opened and trading since 1867. Their annual turnover £25m which allows investment for new products. Robinson Brothers have a huge diverse market listing some -

- Pharmaceutical
- Veterinary
- Agrochemical
- Photographic and Imaging Chemicals
- Speciality polymer additives
- Food & Beverage
- Gas Odourant
- Robac Chemicals



The business has many countries that they distribute to. Some examples of Robinson Brothers' Global Sales:

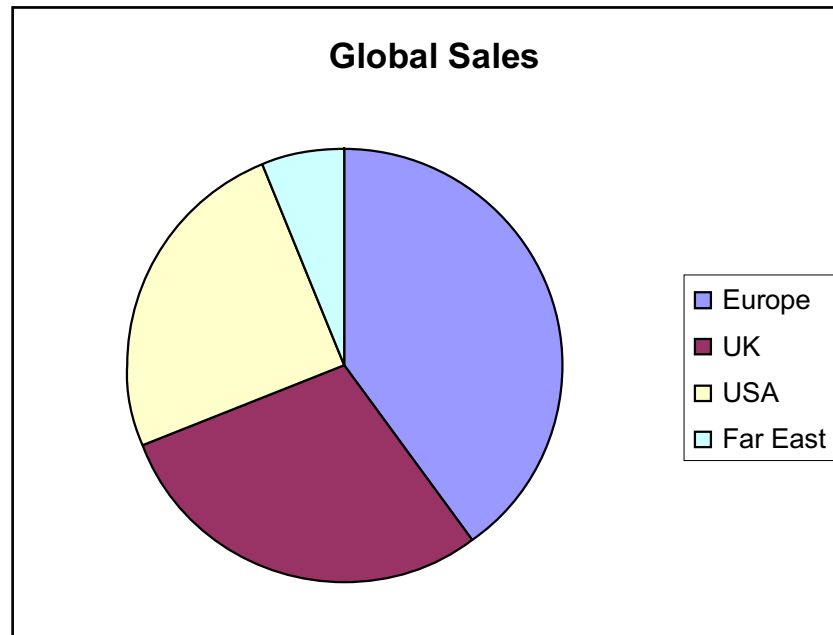
Europe-40%

UK- 29%

USA- 25%

Far East- 6%

The pie chart below shows each regions global sales.



**Location:-**

Robinson Brothers are located in West Bromwich on Phoenix Street. Robinson Brothers located in West Bromwich because it is used to be one of the largest industrial areas in Britain. Robinson Brothers is near the motorway M5, M6 and M42. This is good because the business can distribute and receive goods. The disadvantages are that Robinson Brothers are near the main congested junctions, this can delay them. Robinson Brothers are located nearby a canal because of history and tradition. An advantage of being located near a canal is a long time ago it was the main way of distributing goods and receiving raw materials, the disadvantage is now there are more easy ways of distributing goods and receiving raw materials.

Robinson Brothers in West Bromwich are split into two sections, which are split by Charles Street. One of the sections is on Charles Street, which is where the offices are, and the other is in Phoenix Street, which is where the factory is. Robinson Brothers had another site before that was based in the northeast in the United Kingdom. That site had to close down due to profit loss and competitively couldn't compete.



This map shows both the Phoenix Street and Charles Street buildings.

Canal



The map above shows many major roads near Robinson Brothers including M5, M6 and A41.

**Ownership:-**

Robinson Brothers LTD is a private limited company. The business is owned by family descendants. Robinson Brothers is limited liability which means that only money invested in the business can be taken from the owners, and no personal possessions can be taken away from the owner. Also they can create loyalty with the owners as they are friends and family. The business' customers can feel safe as they know the business can't be bought out. A draw-back of being a limited company is that the business can not access all funds. Later on, as the business was settled some friends of the owners joined which increased the capital to invest in the business.

**Aims and Objectives:-**

Every business has aims and objectives. This is what a business wants to achieve and how they will achieve this. Robinson Brothers' aims are to sustain a steady business and increase the market share. They will do this by increasing their profit which is already at £1m annual profit. They will want the business' research and development to create or improve products. Robinson Brothers will also want to create an excellent customer service which keeps their consumers happy. Also Robinson Brothers would like to make a strong relationship with their customers and create a bespoke service.