

Business reborn – the wonder of “Wellies”



View video clip: <http://news.bbc.co.uk/1/hi/business/7886168.stm>

Questions

What does Claire mean by the term “profitable store”?

Outline the main factors that Claire’s financial backers would have considered before investing in the store

Identify the possible reasons why Claire has decided not to offer music and DVDs

What are the main advantages to Claire recruiting the previous employees of the store?