



BAL BHARATI PUBLIC SCHOOL, PITAMPURA, DELHI – 110034

## CRITICAL THINKING WORKSHEET

Class X

Assignment - 2

### CRITICAL THINKING WORKSHEET

Critical thinking helps to cultivate higher order thinking skills. Think beyond the print. It fills the gap between 'why' and 'how' questions that one must answer for himself if he is to internalise, construct and structure his analysis focusing on the topic in hand.

#### Facilitators and Inhibitors of Business

Business is faced by a number of opportunities and challenges due to the factors which are beyond its control. These factors can act like facilitators or inhibitors of business. A business organisation must use its foresight and available resources to adapt to these changes in its environment and to take benefit of the opportunities.

#### CASE STUDY

##### Facilitators and Inhibitors of Business: A McCain Foods case study

McCain is the world's largest producer of potato chips. McCain buys 12% of the British potato crop. McCain is also one of the world's largest frozen foods companies. It provides consumers with a wide variety of cut and seasoned potato products including roast potatoes, potato wedges, hash browns, waffles and potato croquettes. McCain produces more specific potato shapes like Potato

Smiles, Crispy Bites and Sumthings (shaped as numbers) which appeal to younger consumers.

McCain is a privately owned company with a strong market focus.

One of the biggest environmental factors affecting McCain in 2005-6 was the growing concern about obesity, particularly in children. McCain and other food producers saw a slow down in sales as a result of campaigns to encourage healthier eating by **Jamie Oliver**, a British chef, restaurateur, media personality, known for his food-focused television shows, cookbooks and more recently his campaign against the use of processed foods in national schools.

McCain responded to this challenge in two main ways. First, it reduced quantities of salt and oil throughout its potato products range. McCain argued that these figures are very low already. For example, McCain's Oven Chips contain only 5% fat, 0.8% saturated fat and 62mg of sodium in every 100g portion. They are made with only natural ingredients - specially selected potatoes and sunflower oil.

Secondly, by seeking to get the message over that its chips are not unhealthy. It communicates through public relations campaigns and advertising, the messages, that all McCain potato products are made from simple ingredients such as whole potatoes and sunflower oil.

A key way in which McCain has responded to changing customer tastes has been to improve the nutritional make-up of its products. All of McCain's potato products are now pre-cooked in sunflower oil instead of regular vegetable oil which reduced saturated fats by 70% across the whole potato product range. Food technologists know that by working with real potatoes they are dealing with a product with a very strong nutritional pedigree. There is no added salt in oven chips and added salt has been reduced by up to 50% in other potato products. McCain also emphasized the fact that potatoes are a major source of vitamin C for the UK diet. As a product, potatoes are the second most important staple food in the world today (rice is the first), providing essential carbohydrates that help us to generate energy.

Responsible eating and healthy exercise encourages everyone's health and well-being. McCain has risen to this challenge by creating a range of varieties e.g. McCain's Straight Cut Oven Chips, Home Fries, roast potatoes and wedges, to appeal to a variety of customers.

(Source: <http://businesscasestudies.co.uk/mccain-foods/how-mccain-responds-to-changes-in-the-external-environment/introduction.html#axzz2YZNwAlYa>)

**In the light of the above case study of Mc Cain, prepare a list of various factors that may act like facilitators or inhibitors of the business.**