

Business management
Pre-released statement: Myt PLC (Myt)

For use in May 2025

Instructions to candidates

- Pre-released statement required for higher level paper 1 and standard level paper 1 business management examinations.

This statement, released three months prior to the examination, notifies candidates of topics and terminology not in the *Business management guide* that will be in the case study in the final examination. Candidates are to spend a maximum of five hours researching these topics and learning the terminology. Topics in this statement build on those contained in the syllabus. The primary aim is to assess candidates' knowledge of important contemporary business topics that could not have been anticipated when the guide was written.

The case study is related to:

- a multinational non-alcoholic drinks manufacturer
- the business operations of a multinational company

Candidates are expected to have some basic familiarity with these topics, rather than comprehensive or exhaustive knowledge.

Additional terminology that candidates may want to know includes:

- avatar
- biodegradable
- chain (of a business)
- pressure group
- recycling
- social media influencer

The following page contains the first five paragraphs of the case study. Candidates should familiarize themselves with the context of the case study before the examination. Candidates will be given the full version of the case study in the examination, including these first five paragraphs.

Myt PLC (Myt)

Myt PLC (Myt) is a publicly held multinational company that manufactures non-alcoholic drinks. *Myt's* head office is in the United States (USA). *Myt* owns manufacturing factories on six continents.

5 *Myt* has grown in size through internal and external growth. Initially, *Myt* manufactured just one drink: a root beer that was non-alcoholic, sweet, and carbonated. By 2020, *Myt* had developed its own large portfolio of over 30 different drinks, which it sells in bottles and cans. *Myt* uses social media influencers as part of its promotional strategy.

10 Obesity and diabetes are two health issues that have been linked to drinks, many of which provide the entire recommended daily sugar intake for an adult in a single can. However, sugar substitutes used in diet drinks have also been linked to various health problems. Many of *Myt's* drinks are high in caffeine and sugar.

In 2023, *Myt's* board of directors began a process of diversification, taking over:

- *Lotssa Coffee (LC)*, a chain of coffee shops with over 4000 outlets across 35 countries
- *Honest Water (HW)*, a manufacturer of bottled drinking water.

15 *Myt* announced plans to:

- modernize and make its factories green
 - explore entering the healthy snacks market
 - utilize computer-generated avatars when creating advertisements
 - reduce caffeine and sugar levels in its products
- 20 • improve its corporate social responsibility (CSR).

Companies, products, or individuals named in this case study are fictitious and any similarities with actual entities are purely coincidental.
