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**Question 26** (9 marks)

- (a) Identify THREE external factors that affect food product development, and give a relevant example for each.

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<i>External factor</i>	<i>Example</i>
food not made properly	The companies havent cook or made the food properly so people can get sick from it.
health issues	people can get food poisoning
selling the food	people will not buy some foods so companies wont make money.

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Question 26 (continued)

- (b) How does the food industry adjust its pricing structures in response to changes in the economy?

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It adjusts it by how much the product has been selling and how much money there making from that product. For example (Smiths Chips), lots of people in Australia buy Smiths Chips because they are really good. ~~So the companies set a~~ ~~price for it every month.~~ And they sell very quickly because Smiths is a very good brand of chips. So if ~~the~~ the ~~can~~ companies can see how much people buy there chips, they can increase the price so the company makes more ~~money~~ money.

End of Question 26