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Diploma Programme
Programme du diplôme
Programa del Diploma

Business management
Pre-released statement: OneWay Ltd (OWL)

For use in November 2024

Instructions to candidates

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

8824 – 5001

3 pages

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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:
- hotels
- theme parks.

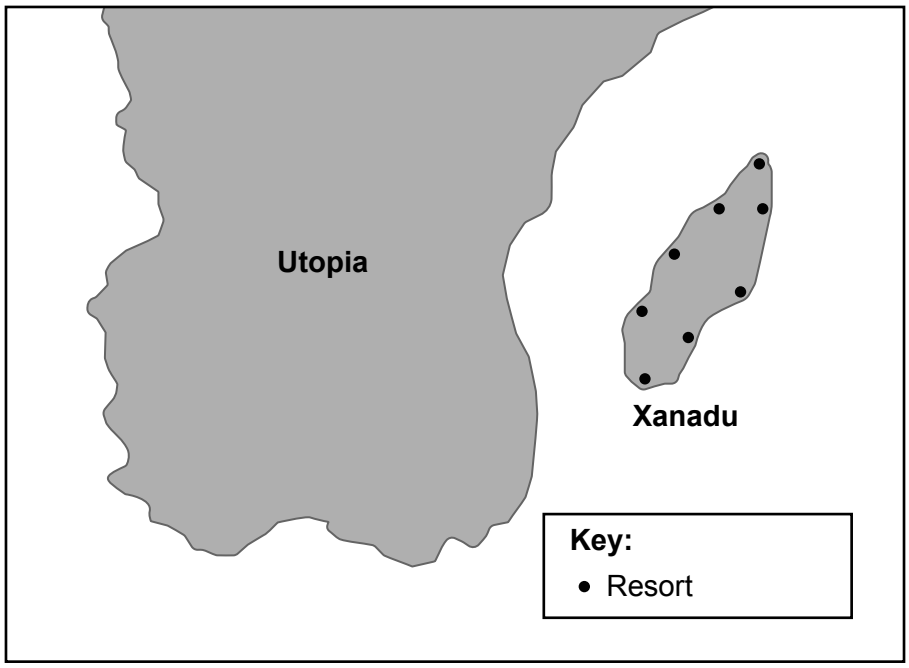
Candidates are expected to have some basic familiarity with these topics, rather than comprehensive or exhaustive knowledge.

Additional terminology that candidates may want to know includes:
- all-inclusive
- bed and breakfast
- hospitality
- interest rate
- migrant worker
- phone app
- self-service buffet
- theme park.

The following page contains the first three 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 three paragraphs.

OneWay Ltd (OWL)

Figure 1: The island of Xanadu, off the coast of Utopia



OneWay Ltd (*OWL*) is a family-owned chain of hotels located on the island of Xanadu off the coast of Utopia. *OWL* has a hotel in each of Xanadu's eight beach resorts. Each *OWL* hotel has full-time and part-time employees on permanent contracts. *OWL* also hires temporary employees in the busy summer months. The majority of *OWL*'s employees are migrant workers from Utopia. Each *OWL* hotel can accommodate 450 guests in its 125 twin rooms and 50 family rooms. Between 2010 and 2020, *OWL* faced increased competition, preventing profit growth.

The COVID-19 pandemic reduced tourism significantly. In April 2020, *OWL* temporarily closed seven hotels, and most employees from Utopia returned home. The hotels reopened in January 2022. *OWL* made a loss in 2020 and 2021 but made a profit in 2022.

In 2023, Xanadu attracted 4.2 million tourists. Tourist numbers are increasing, but very slowly. Anticipated growth for the next few years remains low. *OWL*'s board of directors are considering closing one hotel and building a theme park. In 2023, three *OWL* directors visited Alton Towers in the United Kingdom and PortAventura World in Spain. Xanadu has no theme park.

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