

Answer all the questions.

1. MAZUMA TAKES THE HASSLE OUT OF ACCOUNTING FOR SMALL BUSINESSES

Mazuma is an accountancy practice serving the needs of small businesses, which has grown to a national business since its formation in Cardiff in 2006 by Sophie Hughes and Lucy Cohen. Mazuma has recently successfully franchised throughout the UK. Central to its success is its award winning 'Purpleforce' service which **differentiates** it from its competitors. Sophie and Lucy realised that many small businesses 'dreaded seeing their accountant' and 'got bogged down in bookkeeping'. Customers simply take one of Mazuma's unique purple envelopes, fill it with all their invoices, bank statements, receipts and any other financial documents, seal it and pop it in the post. Mazuma does the rest and produces a set of monthly management accounts.

Mazuma seems to have many happy clients. Here are comments of two of them:

'No software, no spreadsheets, no fuss! I just send Mazuma everything in my purple envelope every month ... and they do everything else. Genius!'

'Working in TV, my time is too precious for accounts. My team and I use Mazuma's Purpleforce service; it's efficient, low cost and hassle free.'

Adapted from www.mazumamoney.co.uk

- (a) Using the passage, explain **two** ways in which Mazuma's co-founders have attempted to differentiate their business from that of its competitors. [4]
- (b) Identify **two** external stakeholders who might have an interest in the accounts of a business and explain why each one might be interested. [6]