

What does PEACH stand for?

1. **Point** – Make your first **point** clear to the examiner
2. **Effect** – What **effect** does this point have on the business? What does it change: increasing revenues? reducing costs? improving reputation or market share?
3. **Apply** – Using quotes / data from the extract to allow for **application** to the business in the question. This could be used to help you decide on your point or to support it. Without this application, you won't answer the question fully (the question explicitly asks for you to talk about *that* business)
4. **Context** – Is your analysis so far affected by the **context** the business operates in? Who *is* the target market? Which market does the business operate in? How will different stakeholders feel?
5. **However** – Finally, once the point is made, analysed and supported, it's important to consider the other side of an argument. Start the sentence with "**However**" to demonstrate that you're considering the counterbalance, as the mark scheme asks for it specifically

How to answer 8, 10 and 20-mark questions using PEACH

8-mark questions

You would provide two PEACH paragraphs for an 8 mark question. One for each reason / factor, depending on what the question asks for.

10-mark questions

For a 10 mark question, two PEACH paragraphs could be used - one to provide an argument "for the importance" of the key term in the question, and another to provide an argument "against the importance".

With a 10 marker, as was explained in [How to answer a 10-mark question](#), a justified conclusion would be required in addition to your two PEACH paragraphs.

20-mark questions

This structure could also be used in a 20 mark question, with three PEACH paragraphs showing the impact the key term has on the business in question.

Again, a conclusion would be required, offering the same justification as in the 10 marker, as well as providing a potential recommendation / solution.

Question

Assess 2 factors that might cause a decrease in the demand for YOTEL's cabins (8)

Answer

The first factor that could cause the demand for YOTEL's cabins to decrease is the price that they charge consumers. **(Point)** They will have increased costs **(Effect)**, as they are opening more hotels around the world (with plans to expand in Singapore and airports worldwide) **(Apply)** which could cause them to have to increase prices for their cabins in order to gain more revenue to fund this expansion. This increase in price will likely cause demand to fall. However, since the majority of their customers are corporate travellers **(Context)**, they may be less affected by a slight increase in price, therefore the effect of this price increase may not have as significant an impact. **(However)**