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- Sole traders do not have as much access to funds as large firms do because banks will not lend money to them as easily. So, they will find it harder to invest in the latest technology or

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organisation; 1.5

Business objectives  
and stakeholder

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2.4 Internal and

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Legal controls on marketing. Here are a few examples.

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Falsely advertise a product. Weights & measures - Businesses can't sell underweight

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goods (e.g. chocolate bar containing less chocolate than advertised) Sale of goods - Businesses can't sell products that are faulty or doesn't work like it ...

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