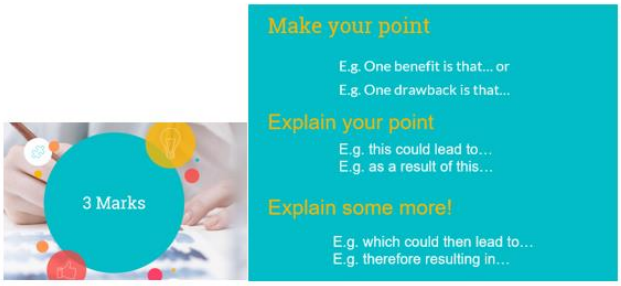
Explain **one** disadvantage to a business of operating in a competitive environment.

(3)

Exam structure to remember: