

| Market opportunities for Merseytravel  | Outline of benefits to Merseytravel of using visions statements and aims  |
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| <p>Market opportunity 1</p> <p>What opportunities may there be for Merseytravel to further develop the organisation going forward? Explain one in this box and one in box below.</p> | <p>Vision statements</p> <p>Research on vision statements and section 2 of inside Merseytravel booklet.</p>                 |
| <p>Market opportunity 2</p>  | <p>Aims</p> <p>Outline importance of aims and the benefits.</p> <p>Link information from Inside Merseytravel section 2.</p> |

| Merseytravel's form of ownership and interests of four stakeholders  | Explanation of factors determining Merseytravel's form of ownership  |
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| <p>Form of ownership</p> <p>Define Merseytravel ownership (public sector) – use guidance on Inside Merseytravel section 1.</p>   | <p>Factor 1</p> <p>Two factors that explain why public sector is the right form of ownership for Merseytravel.</p> |
| <p>Stakeholder 1 and interests</p> <p>Definition of a stakeholder then select and explain four examples and their interests. Use section 9 of Inside Merseytravel to assist you.</p> |  |
| <p>Stakeholder 2 and interests</p>   |  |
| <p>Stakeholder 3 and interests</p>   |  |
| <p>Stakeholder 4 and interests</p>   | <p>Factor 2</p>  |

| <b>Outline of the organisation of Merseytravel's functional activities</b>  | <b>Explanation of factors affecting the organisation of Merseytravel's functional activities</b>           |
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| <p>Inside Merseytravel section 4 with further guidance on pages 5-8.<br/>Discuss how Merseytravel is organised.</p> | <p>Factor</p> <p>Email <a href="mailto:lynchp@beck.uk.com">lynchp@beck.uk.com</a> for further guidance</p> |
|   | <p>Factor 2</p>  |