**Activity 2: Department areas question**

# Answer notes

**Purpose of 'Research, Design and Development' for 1 mark, 2 further marks available for an expansion of the original point (max 3).**

Question

Peak Demand Estate Agents have employed a new person to work in the 'Research, Design and Development' department.

Explain the purpose of the 'Research, Design and Development' department in a modern organisation.

[3 marks]

* To identify areas in the business where improvements can be made (1)
  + To develop new products and/or make improvements to existing products (1)
  + Products/improvements should address shortfalls and improve stakeholder experience/satisfaction (1)
  + Investigate new technology and preset opportunities to the management team (1)