**Functional areas past paper question**

Changes in the range are driven by a number of different factors. For example, microwaveable snacks take account of changing lifestyles, as people are looking for food that does not take long to prepare. McCain Foods has also been responsive to market needs for healthier options and its products support the Government’s Change4life campaign. This encourages people to ‘Eat Well, Move More, Live Longer’. As a result **Research and Development (R & D)** is a very important **functional department** within the business and helps to maintain McCain’s ‘It’s All Good’ message. Not only does McCain food taste good, but it fits in with current thinking on healthy diets. McCain Foods now only uses sunflower oil in the preparation of its chips. It knows that customers want to eat healthily without compromising on taste and it is careful to use wholesome ingredients in its products. Ever since McCain Foods was founded by three brothers in Canada in 1957, it has been proud of the quality of its products and service. This has been maintained by adopting a **Total Quality** **Management (TQM)** approach in each of the fifty-seven locations where it operates throughout

**Discuss the view that in a business, such as McCain Foods, production is the most important functional department. [8]**