

YEAR

Enterprise  
Project

# Theme 1

*Investigation in to Business success*

**HOMEWORK BOOKLET**

Name

Form

# Introduction

In this term the focus need to be on investigating what is a business? What is an entrepreneur? And then what makes a successful business. This way when you move forward in to the next topic you are able to start to plan your business project.

## The Expectations:

Homework will be completed weekly and this will be monitored. Homework is a really important part of the course as it allows you to explore the subject outside of the classroom.

***Stuck? Got a question? Email your teacher.***

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# H/W1 Products and Services

Due Date:

## *Local Area investigation*

*Task: Pick 2 Businesses from your local community and answer the following questions:*

**Be ready to discuss this in the next lesson**

Task	Business 1	Business 2
Name and location of Business		
Describe the products and services on offer in the business.		
<b><u>Challenge:</u></b> Explain how the business meets the needs of the customer.		

**Homework completed: \_\_\_\_ / \_\_\_\_**

# H/W2 Review of key terms.

*Due Date:*

## **Task:**

During lesson you were introduced to some key terms. This will be tested at the start of your next lesson:

## **Key terms to be reviewed are:**

What is a business

What are products

What is a service

7 skills of being an entrepreneur

## **Show your revision here:**

• **Homework completed:**  
\_\_\_\_ / \_\_\_\_

# H/W3 Entrepreneurs

Due Date:

**TASK: Pick an entrepreneur from the following list and then explain how they have used 3 skills. Please give specific examples from the research that you need to conduct:**

Bill Gates, Steve Jobs, Elon Musk, Anita Roddick, Charlotte Dauxat, Deborah Meaden, Oprah Winfrey

Name of entrepreneur:	Brief History of Entrepreneur
<b><u>Skills of entrepreneur:</u></b> Risk taker, Initiative, Decision Making, Organisation skills, Creative, Hardworking, Determination	Explain how and why it was used?
Skill 1:	
Skill 2:	
Skill 3	

**Homework completed: \_\_\_\_ / \_\_\_\_**

## H/W3 alternate Entrepreneurs

- Winfrey was born in 1954 in Mississippi, to a teenage mother, but raised by her grandmother. At six she was sent to live with her mother, who worked long hours as a cleaner.
- Living with her father and stepmother provided stability and high expectations – her father expected good grades at school. When she was 17, Winfrey won a beauty pageant sponsored by a local radio station. Someone at the station, perhaps noticing her smooth, warm voice, asked her to read a news report on tape and she did it so well, she was offered a part-time job.
- She moved to Baltimore to work for WJZ-TV as a news reporter and co-anchor of the six o'clock news. It wasn't a success. "People resented the fact that Jerry [Turner, veteran anchor] had been given a co-anchor, and it was a young, African-American woman," remembers Sher. Winfrey was moved to a morning slot, but she and Sher were eventually paired for a talkshow, People Are Talking.
- "It became a sensation," says Sher. Winfrey was, he says, "terrific. The word I would use to describe her is: compassionate. One of the reasons she gave up news and went into talk was whenever she did a story of children killed in a fire, or children murdered and abused, she would cry and cry. She would try to remain objective but she wore her heart on her sleeve, and people really loved that about her. She could relate, and still does, to the person who doesn't have a penny to their name and a person who has billions."
- Looking for her next move, she sent an audition tape to WLS-TV in Chicago. They gave her the AM Chicago morning talkshow, which became so successful it became The Oprah Winfrey show and was syndicated nationally. Around the same time she had been spotted by Quincy Jones, who recommended her to Steven Spielberg for a role in his adaptation of The Color Purple. By the time she ended her talkshow in 2011, leaving to set up her own cable channel, she had become a billionaire, and one of the most powerful women in the world. She has been credited with everything from liberalising US culture to reinvigorating America's publishing industry with her book club, to influencing Barack Obama's victory, following her endorsement.
- Reading the article above: complete the table on page 5

# H/W4 Review of key terms.

*Due Date:*

## **Task:**

During lesson you were introduced to some key terms. This will be tested at the start of your next lesson:

## **Key terms to be reviewed are:**

Entrepreneur

What is Risk and Reward

Customer need

Reasons why some one will start a business

Risks involved in starting your business.

## **Show your revision here:**

• **Homework completed:**  
\_\_\_\_ / \_\_\_\_

## H/W 5 Entrepreneurs and products and services

*Due Date:*

- **Task: watch a the latest episode of Dragon's den and summarise a pitch to the dragons:**
- Name of company.
- Please summarise the product/ service.
- Where did the idea come from?
- Did the product or service achieve any funding? Why/ not?
- In your opinion will the product or service be successful?

**Homework completed: \_\_\_\_ / \_\_\_\_**



## H/W 5 alternative

- Read the article and complete the table on page 8
- Time for our final entrepreneur tonight, Jacob Thundil. Now, in a crowded market, it's hard to make your mark, particularly when it comes to any kind of food or drink. but Jacob has an on-trend product range that he thinks will tickle the dragons' taste buds. Jacob is a man on a mission, excited to share his lifelong obsession with the multimillionaire investors. I'm very passionate. I couldn't do even one day without my own products. Imagine liking chocolate and getting paid to eat it, that's how I feel. I'm a fan of the dragons.
- Everybody has a different skill set and we feel the dragons can help us to take it to the next level. Hello, dragons. I'm jacob thundil. Chief nut at the cocofina, the coconut experts. We produce coconut products to eat, drink and cook with. I was born in a place called Kerala and Kerala means in sanskrit land of coconuts. Cocofina was my destiny. As a young boy, I was fascinated with the amount of uses out of coconut. And today, I use coconut products every day. The market for coconut oil and coconut water alone in the us is worth around £750 million and, in the UK, £50 million and doubling annually. Our turnover figures over the last three years Has been £1,000,000, £600,000 and £300,000 respectively, rounded up. A net profit of £70,000, £50,000 and £12,000. I'm offering 5% for £75,000. We would welcome a dragon to join the coconut experts to build a super brand for coconuts. I would welcome you to try our products. It's a passionate pitch from Jacob Thundil, who is offering 5% of his food and drink business for a £75,000 investment. With a wide range of coconut products, from water and milk to snack bars and oils, can Jacobs enthusiasm penetrate the dragons' impermeable shells?

# H/W6 Research key terms.

Due Date:

## Task:

Watch the following video: <https://www.youtube.com/watch?v=M8nC4dgKB9g>  
Your job is to summarise the 4Ps (product, Price, Promotion and Place) used by McDonalds.

Define the Product Mix and explain its purpose?

.....  
.....  
.....

After watching the video, using the table below, summarise how McDonalds use the 4Ps (product, Price, Promotion and Place) . Please give specific examples.

<b>Product</b>	<b>Price</b>
<b>Promotion</b>	<b>Place</b>

• **Homework completed:**  
\_\_\_\_ / \_\_\_\_