**Topic 2.6 Important Enterprise Skills: Starter Activity**



1. **Match the risks below that may happen to a business at its start, in its early days, and when growth is rapid (AO3).**
2. ‘Overtrading’ – sales growing faster than you can cope with financially.
3. Building a base of initial customers.
4. Coping with competition when it arrives
5. Getting the right people working in the right way.
6. Identifying a market gap big enough to be profitable.
7. Making sure your initial customers come back for more.
8. Raising enough capital.
9. Running out of cash during the off-season.
10. Running out of energy and self-belief when times are tough.
11. Struggling to manage rapid rises in staff, especially middle management.
12. The boss and staff may become complacent, so the rise leads to the fall.
13. The entrepreneur owner may struggle to be a good manager.

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| **At the start:** | **In the early days:** | **When growth is rapid:** |
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