Topic 3.2 The Qualities Shown by Entrepreneurs: Activity



1. **In this question, match a quality of an entrepreneur, shown on the left with an example of that quality, shown on the right. Each quality has only one example.**

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| **Quality Shown by Entrepreneurs:** |  | **Example of a Quality** |
| **Persuasion** | Preparing a production schedule for the next four weeks. |
| **Initiative** | Talking a supplier round to giving an extra 2 per cent discount on an order. |
| **Luck** | Ordering in 20 per cent more stock in the hope that sales will increase shortly. |
| **Risk Taking** | Employing a worker who turns out to be much better and more skilled than expected. |
| **Planning** | Following the loss of an important customer, deciding to prioritise getting more orders. |

1. **In this question, match a quality of an entrepreneur, shown on the left with an example of that quality, shown on the right. Each quality has only one example.**

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| **Quality Shown by Entrepreneurs:** | **Having** | **Example of a Quality** |
| **Determination** | Reorganising the layout of the factory. |
| **Leadership** | Talking a worker round to doing some overtime. |
| **Making Decisions** | Having been rejected for a loan by four banks, applying to another bank for the loan. |
| **Persuasion** | An ice cream manufacture has its best sales ever because of this hottest summer on record. |
| **Luck** | Having a vision for where the business should be in two years time. |

1. **The following passages and answer the questions:**

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| **Gift Wrapping Services** |
| Michelle Welsman read a newspaper article about a business selling gift wrapping services. She immediately fell in love with the idea and began her research. She found there was no gift wrapping services in her own area and so there would be no competition. But then she began to worry about the money she could lose if her business was not a success. Going out with her new boyfriend also put a limit on the amount of time she could spend on the project. Her family said she should stick with her present job because it brought in a regular salary. Setting up in business was too risky. So she decided to start up the business using what spare time she had. To begin with, she targeted friends and family for orders. But not many orders came in and after six months she abandoned the idea of setting up a business. | Mai Ling Tsui in a different part of the country from Michelle. She too read the same newspaper article about a business offering gift wrapping services. Like Michelle, she saw this as a business opportunity. She took some time to research and prepare a business plan which saw her working part-time in the business at the start, moving to full-time within two years once the business had become established. The plan enabled her to keep control over her costs more easily. Initial costs were kept to a minimum because the business was operated from home. Her only major cost was setting up a website and using the local paper for advertising. After two years, the business was profitable. But Mai Ling decided the profits were not good enough. So she moved on, setting up another business selling bridal gowns. |

**Questions:**

1. Explain how both Michelle and Mai Ling showed initiative after they had read about the newspaper article. (**3**)
2. Explain how Mai Ling showed enterprise qualities in setting up her business. (**3**)
3. Compare Michelle’s entrepreneurial qualities with those of Mai Ling’s: consider their attitude to risk, their decision making and planning skills and their self-confidence. (**8**)
4. Do you that Mai Ling Tsui will make a success of her bridal business? Justify your answer. (**6**)