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Target: \_\_\_/18 or \_\_\_\_ % 👍 👎

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Teacher: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

18

**Year 7 HASS- Economics and Business**

**Task 7: Case study of an entrepreneur**

**Your Task:**

* Using your documentary note taking sheet, answer the questions below (test conditions).
* Please refer to the definitions below to assist you in addressing the action word.

**Action Word: Definition:**

**State Introduce the main points of the topic in a short and understandable form.**

**Outline State the essential characteristics, presenting the main points and vital underlying points.**

**Explain Make the meaning of something clear, relate cause and effect; provide why or how.**

**Questions:**

1. What is the name of the entrepreneur (full name)? (2 marks)

Reed (1 mark) Hastings (1 mark)

Must be spelt correctly

1. Where was he/she born? (1 mark)

Boston (1 mark)

1. **State** the name of the company he/she is responsible for creating. (1 mark)

Netflix (1 mark)

1. **List** the name of one business competitor that the entrepreneur overcame

**HINT**: It must be the name of a company. (1 mark)

1 mark for any of the following;

* Blockbuster
* Walmart

1. List **three** characteristics that the entrepreneur possesses that are typical of most entrepreneurs. (3 marks)

1 mark for any of the following;

* Willingness to take risks
* Hardworking
* Initiative
* Innovative
* Focused
* Persistent
* Intelligent

1. **State** two challenges that the entrepreneurs business faced.

(2 marks)

1 mark for any of the following:

* Less than 1% of homes owned DVD players in 1998
* Blockbuster and Hollywood video dominated the DVD market
* The companies losses skyrocketed to 57, 363, 000
* Blockbuster and Walmart began a price war with Netflix.
* Netflix could only be streamed to the PC.
* To stream movies online Netflix required a license.
* Amazon and Facebook introduce their own online streaming of movies.

1. **Outline** how the entrepreneur was able to overcome these two challenges.

(3 marks)

Response must relate to the challenge mentioned in question 6.

1 mark awarded for any of the following:

* The price of DVD players plummeted in 2001
* After competing for some time, Blockbusters stocks began to plummet and eventually they got out of movie by mail service.
* The company went public
* Netflix sacrificed profit to maintain competition.
* Eventually Walmart got out of DVD rentals and directed their customers to Netflix.
* Netflix’s online movie streaming became free for subscribers.
* Netflix had a deal with starz which bought Netflix the rights to play movies by Sony.
* Netflix created their own TV series and movies that were exclusive to Netflix.

1 mark for a full sentence answer

1. **Explain** how the product that the entrepreneur created showed initiative and was something that consumers (the customers) had a demand for.

(5 marks)

A good response will include the following;

* The DVD rental by mail made renting DVD’s more convenient with no late fees.
* Introduced a subscription fee that allowed people to watch as many movies as they wanted.
* When DVD players prices plummeted Netflix put Netflix in DVD player boxes.
* Netflix introduced the online streaming of movies as part of a subscription service.
* To make Netflix different to other services they began filiming their own TV series and movies.

1 mark for a full sentence answer.