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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)

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

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

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

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

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

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

(2 marks)

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

(3 marks)

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

(5 marks)

**HINT**: What made the product different from its competitors? What did customers like about this particular product? When other company’s copied this product what did the entrepreneur do to make his product different from the competitors?

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