

P230/3 ENTREPRENEURSHIP

SECTION A: CASE STUDY

Qn 1.

(a) Entrepreneurial qualities that enabled Opiyo Oloya to achieve business continuity

- Innovative
 - Risk taking
 - Hardworking
 - Goal oriented
 - Persistence
 - Profit oriented
 - Committed
 - Networking
 - Opportunity seeking
 - Creative
 - Self confidence
 - Builds for the future
 - Builds on strength
 - Information seeking
 - Copes up with change
 - Stood standards
 - Demonstrate initiative
 - Willings to listen
- NB: Evidence is required.

(b) Measures that can be adopted to control labour turn over in the different sectors of farming.

- Involving workers in decision making.
- Training workers to acquire relevant skills.
- Listening to workers problems.
- Ensuring prompt payment of salaries and wages.
- Giving employees fair salaries and wages.
- Providing fringe benefits to employees.
- Thanking and appreciating workers for the good work done.
- Practicing fair and equal treatment of workers.
- Promoting employees on merit.
- Ensuring job security.
- Ensuring discipline among workers.
- Giving employees supportive tools and equipment to use.
- Ensuring effective communication with employees.
- Organizing get together parties for employees.

(c) The entrepreneur may have benefited from record keeping in the following ways;

- It has helped to determine whether the businesses are making profits or losses.
- It has helped in recording credit transactions.

- It has helped the entrepreneur to fully plan for the business.
- It has helped to determine the financial position of the businesses.
- It has acted as a reference whenever information about businesses are required.
- It has helped the entrepreneur to seek loans from the banks
- It has helped the business to be charged the right amount of taxes
- It gives permanent evidence of transactions carried out in business sectors.
- It guides in decision making.
- It helps in making comparisons about the performance of the agri businesses in different seasons.

(d) Innovative measures the entrepreneur can undertake to expand the market share despite competition.

- Advertising the products.
- Offering trade discounts to customers.
- Through credit sales.
- Merging with other farmers in the region.
- Opening many branches for effective product deliveries.
- Motivating employees.
- Carrying out market survey and assessment about consumer needs..
- Prompting good customer relations.
- Ensuring production of high quality agricultural products.
- Using attractive packaging materials.
- Reducing prices charged on agricultural products.
- Giving after sales services to customers buying in large quantities.
- Providing a variety of agricultural products to customers.

(e) Examples of innovative business association that can support the entrepreneur.

- Uganda investment authority.
- Uganda Revenue Authority
- Uganda coffee development authority.
- Uganda small scale entrepreneurs association.
- Uganda national bureau of standards.
- Uganda registration services bureau.
- National agricultural research organization.
- National environment management authority.
- Uganda manufacturers association.
- Uganda National Chamber of Commerce and Industries
- UNRA

SECTION B: SCHOOL BUSINESS CLUB

Qn 2

(a) General description of the business.

- Business name and address.
- Physical location of the business.
- Date of establishment of the business.
- Purpose of the business.

- Nature of the legal form of the business.
 - Sources of capital for the business.
 - Products offered.
 - Target consumers.
 - Description of fixed assets.
 - Uniqueness of the business.
 - SWOT analysis of the business.
- NB; Evidence is required.

(b)(i) Duties that were performed by the club general secretary.

- Taking minutes in club meetings.
 - Making reports about club activities.
 - Reading and keeping minutes in all club meetings.
 - Receiving and handling all correspondence of the club.
 - Keeping club records.
 - Communicating club new developments to the stakeholders
 - Taking minutes for future consumption.
 - Chairing meeting in absence of the president and the vice.
- NB; Evidence is required.

(ii) Factors that were considered when selecting club members for leadership

- Experience of the student in leadership.
 - Academic performance of the member of the club.
 - Membership status of the student/member .
 - Gender of the club member.
 - Discipline of the member.
 - Recommendation from any one teacher of entrepreneurship.
 - Subjects offered by the student/club member
 - Financial status of the club member.
 - Passion and love for club activities.
 - Relationship of the member with other stakeholders in the school.
 - Communication skills of member.
 - Financial literacy of the member.
- NB; Evidence is required.

(c) Procedure followed when training club members new skills.

- Setting organization objectives.
 - Assessing the needs.
 - Setting training objectives.
 - Selecting trainees.
 - Setting training goals.
 - Selecting training methods.
 - Selecting competent trainers.
 - Administering the training.
 - Evaluating the training.
- NB; Evidence is required.

- (d) Training needs were identified in the following ways;
- Conducting performance appraisals
 - Reports from club supervisors
 - Reports from individual club members
 - Reports or feedback from customers
 - Destructions to machines tools and equipment.
- NB; Evidence is required.

Qn 3.
(a) Description of the business operated.

- Business name and address.
 - Physical location of the business.
 - Date of establishment of the business.
 - Purpose of the business.
 - Nature of the of the legal form of the business.
 - Products offered by the business.
 - Target consumers of the business.
 - Sources of capital of the business.
 - Uniqueness of the business.
 - Description of fixed assets of the business.
 - SWOT analysis of the business.
- NB; Evidence is required.

- (b) Types of raw materials that were used in the business.
NB; Responses depend on the nature of the business.

(c) Process followed to ensure purchase of quality raw materials.

- Identifying business needs
 - Identifying potential suppliers
 - Contacting the suppliers
 - Select the best suppliers
 - Ordering for the raw materials
 - Receiving the raw materials
 - Checking the correctness of the invoice
 - Making payments
- NB; Evidence is required.

(d)(i) Forms of innovations that were undertaken in the club project.

- Process innovation
 - Business model innovation
 - Product innovation
 - Marketing innovation
 - Organizational innovation
 - Supply chain innovation
 - Service innovation.
- NB; Evidence is required.

(ii) Innovations were fostered in the following ways;

- Improving packaging of business products
 - Using better quality raw materials
 - Finding a cheaper supplier
 - Trying out new marketing techniques
 - Promoting continuous learning
 - By thinking that the innovation developed has a wider application
 - Complementing new rules
 - Avoiding barriers to innovation
 - Through expecting change.
 - Associating with innovative people.
 - Implementing innovations promptly
 - Increasing promptness
 - Thinking and acting as entrepreneurs who makes things happen.
 - Conducting research.
- NB; Evidence is required.

SECTION C: FIELD ATTACHMENT /FIELD TRIP

Qn 4

(a) General description of the business

- Business name and address.
 - Physical location of the business.
 - Date of establishment of the business.
 - Nature of the legal form the business.
 - Purpose of the business.
 - Products offered by the business.
 - Target customers of the business.
 - Sources of capital for the business.
 - Description of fixed assets
 - Uniqueness of the business.
 - SWOT analysis of the business.
- NB; Evidence is required.

(b)(i) Market gaps that exist in the business visted.

- Producing poor quality products.
 - Poor customer care.
 - Limited variety of products.
 - Limited quantity of goods produced..
 - Poor packaging.
 - Selling expired goods.
 - Charging high prices for products
- NB ; Evidence is needed..

(ii) Ways of addressing the market gaps.

- Fair pricing of goods
- Improving technology

- Training workers to improve on quality,
- Producing variety of products
- Using proper packaging materials
- Checking expiry dates of products.
- Conducting market survey.
- Improving on quality by following quality standards and specifications.
- Obtaining feedback from customers about quality regularly
- Sourcing for quality inputs from suppliers to produce quality products
- Working in shifts to increase quantity produced.

(c) Measures applied by the business to minimize risks;

- Installing cameras
 - Employing security guards
 - Insuring the business
 - Training of workers
 - Giving precautions to employees
 - Maintaining good employee relations
 - Improving quality of products
 - Diversifying production
 - Selling on cash basis
 - Using protective gears
 - Preparing a business plan.
 - Regular servicing of machines.
 - Close monitoring and supervision of workers.
 - Conducting market survey.
 - Using electronic means when making payments.
 - Upgrading technology
- NB ;Evidence is required.

(d) Measures that can be undertaken by the business to gain a competitive advantage.

- Improving quality of products
- Reducing prices of goods
- Using attractive packaging materials
- Advertising products
- Added convenience
- Offering trade discounts
- Through credit sales
- Merging the business with businesses.
- Insuring the business
- Opening many branches
- Promoting good customer relations
- Employing skilled workers.
- Training employees.
- Giving after sales services.
- Using attractive brand names.

Qn 5

(a) General description of the business.

- Business name and address.
 - Physical location of the business.
 - Date of establishment of the business.
 - Purpose of the business
 - Nature of the legal form of business.
 - Products offered by the business.
 - Target customers of the business.
 - Sources of capital for the business.
 - Description of fixed assets
 - Uniqueness of the business
 - SWOT analysis of the business.
- NB; Evidence is required

(b) Factors that were considered when choosing business location.

- Availability of raw materials.
 - Existence of market.
 - Level of infrastructural development.
 - Political climate.
 - Accessibility to support services.
 - Availability of land for business activities
 - Cost of rent for business premises.
 - Number of competing businesses
 - Government policy regarding business location.
 - Personal interest of the entrepreneur.
 - Family influence.
 - Nature of community will.
 - Availability of utilities
 - Acceptability in the community
- NB; Evidence is required.

(c) (i) Examples of taxes paid by the business visted.

- Import duty tax
- Export duty tax
- Property tax
- Value added tax
- Signpost fee
- Pay as you earn
- Local service tax
- Income tax
- Sales tax.
- Excise duty
- Withholding tax
- Corporation tax
- Environmental levy.
- Sumptuary tax.

- Rental tax
- Road toll tax
- NB: Evidence is required.

(ii) Benefits of being tax compliant.

- It has been able to access government incentives.
- It has promoted good will of the business.
- It has promoted continuity of business operations.
- It has enabled the business to acquire loans.
- It has attracted competent and skilled people to work in business.
- It has enabled the business access to government contracts.
- It has enabled the business to benefit from government incentives
- It has attracted potential investor to the business.
- It has saved the business from appearing on the shame list of tax defaulters.
- The business has not lost any of its asset to the tax authority.
- The business has benefited from infrastructures constructed by the government from taxes paid.

(d) Ways of controlling threats caused by unsustainable use of natural resources in the environment.

- Using alternative sources of energy
- Carrying out afforestation and reforestation
- Re using some facilities where possible to minimize on cases of disposal
- Recycling wastes.
- Using raw material saving techniques of production.
- Using alternative sources of raw materials.
- Training workers.
- Ensuring diversification of production.
- Following environment assessment conditions of NEMA.
- Using alternative packaging materials.
- Undertaking waste treatment.
- Undertaking soil conservation.
- Avoiding the use of dangerous chemicals.
- Providing protective equipment to workers.
- Promoting environment conservation education.
- Conserving wetlands for water catchment.
- Compensating displaced people.
- Using silencers on machines.

END