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
- Stoon 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.

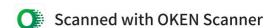
- Involving workers in decision making.
- Training workers to acquire relevant skills.
- Listening to workers problems.
- Ensuring prompt payment of salaries and wages.
- Giving employees fair salaries and wages.
- Providing fringe benefits to employees.
- Thanking and appreciating workers for the good 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.

©UMTA UACE MARKING GUIDE 2024

Page 352 of 744



- 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 has neepermanent evidence of transactions carried out in business sectors.

 It gives permanent evidence of transactions carried out in business sectors.
- It guides in decision making.
- It guides in section 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

(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.

OUMTA UACE MARKING GUIDE 2024

Page 353 of 744

- 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

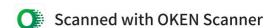
- Experience of the student in leadership.
- Academic performance of the member of the club.
- Membership status of the student/member.
- Gender of the club member.
- Discipline of the member.
- Recommendation from any one teacher of entrepreneurship.
- Subjects offered by the student/club member
- Financial 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 trainces.
- Setting training goals.
- Selecting training methods.
- Selecting competent trainers.
- ➤ Administering the training.
- Evaluating the training.NB; Evidence is required.

©UMTA UACE MARKING GUIDE 2024

Page 354 of 744



- Training needs were identified in the following ways; Training of from club superiors

 - Reports from club supervisors Reports from individual club members

 - Reports or feedback from customers P Report to machines tools and equipment.

 Postructions to machines tools and equipment.
 - NB; Evidence is required.

(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.

OUMTA UACE MARKING GUIDE 2024

Page 355 of 744

(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

©UMTA UACE MARKING GUIDE 2024

Page 356 of 744

- 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 regulary
- 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.

OUMTA UACE MARKING GUIDE 2024

(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.

(e) (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 carn
- Local service tax
- Income tax
- > Sales tax.
- Excise duty
- Withholding tax
- Corporation tax
- Environmental levy.
- Sumptuary tax.

©UMTA UACE MARKING GUIDE 2024

Page 358 of 74



- Rental tax Road tall tax NB; Evidence is required.
- Benefits of being tax compliant. Benefits of 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.

- Vising 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

CUMTA UACE MARKING GUIDE 2024

Page 359 of 744